



Negotiation: Price is only the beginning

Some things in life are not negotiable; real estate is not one of them.

In fact, given all of the variables of buying and selling property, real estate may just be the most negotiable thing in the world. Why? Because the sales process for real estate is unlike any other sales price. It's certainly not like buying a couch. If it's got a stain they may knock a bit off, but otherwise you pay what's on the sticker.

Real estate is major. It's complicated. It's emotional. And in the real estate negotiation process, price is the tip of the iceberg. Once you've made an offer on a home, and the Seller has accepted your offer, the negotiations have just begun.

There are seemingly limitless points that can be negotiated when buying or selling a home, this report will touch on just a few of them.

The Inspection Contingency

Ah, the home inspector. Friend to neither the Buyer nor the Seller, someone must pay him for his unbiased opinion so the sale can move forward. Who pays is... you guessed it, a point of negotiation. But it doesn't end there.

Whatever flaws, large or small, the home inspector does find also become points of negotiation. Inevitably Sellers will see most items on his report as minor, while Buyers will see them as major. As Buyer or Seller, you have to eventually agree about which items are truly important - which you can live with and which you can be flexible on.

Once you figure out who's paying for what, you can move on to another point:

The Closing Date

Can be tricky, especially if you are selling one home and moving in to another. You may have to be a bit of a contortionist to make it all work out on schedule. Keep in mind that the party you're buying from or selling to is most likely in the same boat. It behooves both parties to be empathetic and therefore as flexible as possible.

The Parlante Group Real Estate | Coldwell Banker Residential Real Estate, Inc.

4851 North Tamiami Trail Suite 100 | Naples, Florida 34103

(239) 263-3300 or Toll Free 800-562-0233 | Direct Line (239) 261-9050 Fax (239) 263-0352

NoSnowNaples.com | Email: info@NoSnowNaples.com

If you can't agree, you may become suddenly more flexible if one of the other point of negation come back into play – like inspection and repair costs, or even the price. Or you may consider:

Renting Back to the Seller

The Buyer wants the house, all other points aside, but the Seller is just not ready to move. It may be worth your financial while to rethink your plans. If you can wait a while to move in, why not rent the property back to the Seller? It just takes a bit (more) negotiation.

Renting includes coming to agreement on issues such as amount of rent, security deposit, length of lease, final move out date, no smoking, no pets, you get the idea. For the convenience of being able to stay in the home a while longer, the Seller may be amenable to renegotiation of some of the other items of the sale (price, repairs, etc.).

Don't Be Emotional!

They always tell you that. Even when you're buying a car, which is nowhere near the investment a home is. Don't let the Seller's real estate agent see how much you love the house! They're shrewd those agents, and they want to get the best deal for their client. Unfortunately, unless you're a robot or an extremely smooth operator, you're going to be at least somewhat emotional. It's okay.

Just try to maintain your cool during negotiations. Every situation is different, the keys are to know the answers to certain questions before they arise, for starters:

- the final price you're willing to pay or accept
- your deal-breakers
- types of repairs you willing to pay for
- the day you want to move in or out

Otherwise you may find yourself agreeing to things you don't really want. Plan ahead and remember, price gets you to the table, then the fun begins!

• • •

The Parlante Group Real Estate | Coldwell Banker Residential Real Estate, Inc.

4851 North Tamiami Trail Suite 100 | Naples, Florida 34103

(239) 263-3300 or Toll Free 800-562-0233 | Direct Line (239) 261-9050 Fax (239) 263-0352

NoSnowNaples.com | Email: info@NoSnowNaples.com

Ready to sell? Consult our team to find out all you need to know to prepare your home for sale, determine the correct pricing, and get your home sold for the most amount of money in the least amount of time.

Looking to buy? We have homes of all sizes and styles in our inventory. Take a look at our web site and find your perfect home with our fantastic home search tool.

For more market information, or to buy, sell or invest, call us at (239) 261-9050 / toll-free (800) 562-0233 or visit us online at: www.NoSnowNaples.com

The Parlante Group Real Estate | Coldwell Banker Residential Real Estate, Inc.

4851 North Tamiami Trail Suite 100 | Naples, Florida 34103

(239) 263-3300 or Toll Free 800-562-0233 | Direct Line (239) 261-9050 Fax (239) 263-0352

NoSnowNaples.com | Email: info@NoSnowNaples.com