

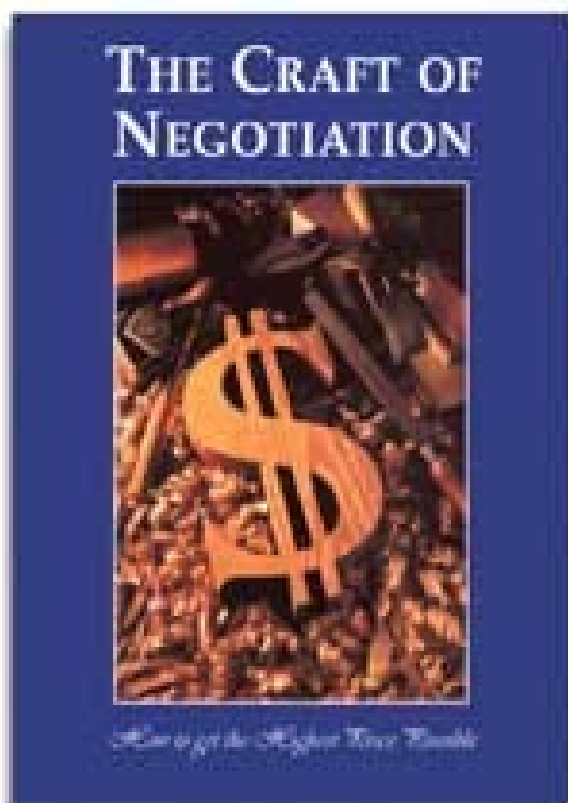
MISTAKE 13

NO

NEGOTIATION SKILLS

Poor negotiators will cost you a lot of money.

Negotiation skills are vital to ensuring you get the highest possible price. There are several Principles of Real Estate Negotiation. Ask an agent to quote some to you. You will soon discover who the best negotiator is.



A good negotiator can easily create up to an extra ten percent on your selling price.

Work it out, it can mean thousands of dollars.

If you have an attractive home you don't need a salesperson as much as you need a negotiator.

Be very careful: most agents are poor negotiators.

Insist on an agent who is a skilled negotiator.