

GARY BECKER



Trust Your Broker To Negotiate a Win-Win Deal

You're about to make one of the most important business decisions of your life. But here you are, handing over a large portion of those all-important negotiations to your real estate agent.

With Gary Becker, your negotiations are in good hands.

Strong negotiating skills are among the many reasons you use an agent. He or she has been specially trained in negotiations and has many years of experience putting this training into practice.

Here are some of the reasons you should Trust Your Agent to Negotiate a Win-Win Deal on your behalf:

- While your agent wants to make the best deal possible for you, he or she knows that, by definition, negotiating requires some compromise to make it work. Both parties should emerge from negotiations feeling they've gotten a good deal – a win-win.
- The adage that everything is negotiable in real estate isn't necessarily true. You don't want to go for everything, because you may end up with nothing. Your agent should help decide what "mountains to climb" according to your priorities.
- Your agent has the experience to correctly size up the seller, which can give you a major advantage during negotiations. Is the other side motivated and prepared to give concessions, or are there other offers waiting in the wings?
- And importantly, your agent negotiates based on facts, not emotion. He or she can present statistics to support your offer without arguing over value.

So relax a little -- Gary Becker's negotiating skills will get you that deal. And chances are excellent it will be a Win-Win.

Good service speaks for itself, and I look forward to delivering that service to you. Let me roll up my sleeves so you don't have to.