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I've built a \$25M real estate portfolio and can spot a smart negotiator in the first 90 seconds.

How to close any deal without losing profit (even if you've never invested before):



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Identify Motivated Sellers

Motivated sellers are more likely to negotiate good terms in your favour.

Here's how you can spot them...



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How to recognize sellers eager to close a deal:

- Expired listings
- Vacant properties
- Urgent sale notices

Chat with the seller:

- What timeline do they have?
- What's their situation?
- What are their needs?

Offer a creative win-win solution.



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Know Your Numbers

Make sure you understand all the financial aspects of a real estate deal.

Effective negotiation is impossible otherwise.

Here's how...



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How to Research a Real Estate Deal:

- Research market trends and property values
- Analyze the potential ROI and cash flow of the property
- Calculate expenses (repairs, maintenance, property taxes)

Set your maximum purchase price and a clear budget.

Next up...



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Do Your Due Diligence

Carry out thorough research and inspections before you make an offer.

this way you'll uncover potential issues so you can negotiate from a position of knowledge.

What to look out for...



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1. Real Estate Investment: Due Diligence

Inspect the property for:

- Structural issues
- Damages
- Repairs

Research the property's history including:

- Legal disputes
- Previous sales
- Ownership

Also verify the following...



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2. Real Estate Investment: Due Diligence

Verify the following:

- Permits
- Zoning regs
- Potential development plans

Assess these:

- Neighbourhood
- Nearby amenities
- Future growth potential

Now for the art...



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Leverage the Art of Persuasion

You gotta get savvy with how you communicate. Persuasion's in the detail.

These are the key communication skills you need to know...



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How to Negotiate Favorable Terms & Overcome Objections

1. Listen actively:

- Don't interrupt
- Validate

2. Highlight the benefits & how it meets their needs

3. Tell a story to make your points more relatable

4. Speak with confidence

5. Present facts and figs

Nearly there...



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Establish Multiple Offer Options

Creating alternative solutions
increase your likelihood of a
win-win deal.

Here's what you need to know...



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How to Guarantee the Close: Create Multiple Offers

1. Consider potential concessions
2. Present different options that address the seller's priorities
3. Be open to creative solutions including changes to:
 - price
 - terms
 - timelines



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Master the Walk-Away Strategy

Knowing when to walk away from a negotiation is a cliché for good reason.

Hard to perfect but essential if you want to protect your interests and avoid disaster deals...



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How to Walk Away From a Real Estate Deal

You need to:

- Set clear boundaries
- Determine your non-negotiables

Assess if the deal aligns with your investment goals and risk tolerance. If not:

- Walk away gracefully
- Be aware this can create leverage in the deal



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The art of negotiation takes practice.

But this framework will help you get you started.

1. Identify motivated sellers
2. Know your numbers
3. Do your due diligence
4. Leverage the art of persuasion
5. Master the walk-away strategy

Good luck!




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