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## *Dave Windsor's 'Alaska Real Estate'*

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# Negotiating Your Real Estate Deal

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There are 3 different types of negotiating and they really depend on the attitude of the parties involved - Hard, Soft or Principled negotiation.

The situation is further complicated in real estate because, since 2008, new State Legislation forever changed the manner in which your Realtor may or may not be representing you (This will be the subject of a future article).

Suffice it to say that, assuming there are 4 parties - buyer, seller, licensee strictly in the buyer's corner and licensee strictly in the seller's corner - you have 4 characters with individual styles and philosophies, not to mention the background influence of spouses,

friends, parents and other counselors.

In hard negotiation the parties behave as adversaries, often digging in to a position with the goal of victory over the other party. Such adversaries seek to apply pressure to get their own way and may even resort to untruthful statements.

Soft negotiation is the opposite to this where the participants behave more like friends at the county fair and concede too much.

For long term respect, if you believe in that, principled negotiation should be applied. Buyer and Seller (and their licensees) are seeking to invent options that provide mutual benefit and satisfaction in the final agreement. While the participants don't have to

necessarily trust each other, they do proceed with reason, consider the counter - offer presentations, and usually meet in the middle.

As in the market bazaars of Istanbul you may have to 'haggle' somewhat in negotiating any deal, and I enjoy that competitive exchange myself, but the most successful deals involve people who are somewhat principled and strive for the win-win outcome.

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