KATHY'S CORNER / AGENT DEVELOPMENT

Four Sources of Conflict in Buyer-Seller Negotiations

When a transaction reaches an impasse, identify what is driving the disagreement before choosing how to respond.

1 Unequal negotiating leverage

Example: A seller dismisses an inspection credit because other buyers expressed interest. A buyer expects concessions because the home has been on the market.

Agent response: Evaluate real alternatives. Earlier interest is not a guaranteed replacement buyer, and time on market does not establish what a seller will accept.

Ask: How does this option compare with the cost, uncertainty, and timing of starting over?

2 Different negotiating styles

Example: A buyer submits a repair request expecting discussion. The seller gives a flat refusal. Each side sees the other as unreasonable.

Agent response: Clarify essential needs versus preferences. Explore whether a different combination of terms could address the concern.

Ask: What does your client need most so we can consider a workable response?

3 Different expectations about future risk

Example: The seller sees an older heating system that still operates. The buyer sees a possible replacement expense soon after closing.

Agent response: Separate facts from assumptions. Seek a qualified evaluation or estimate; explore a repair or credit subject to transaction requirements.

Ask: What information would help your client evaluate this concern?

4 Questionable tactics and damaged trust

Example: A buyer is told the seller's position is final, but the terms keep changing. Confidence in the process begins to erode.

Agent response: Clarify without assuming dishonesty. Confirm current terms in writing and distinguish actual deadlines from requests for quick answers.

Ask: What has changed, and what terms are we being asked to consider now?

When to Take a Beat

When frustration becomes personal, pause, clarify the remaining decisions, and agree on when to resume. Respect existing deadlines. The goal is an informed client choice, whether that means an agreement or walking away.

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