BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*

YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY



NEGOTIATING MISTAKES TO AVOID

Negotiation can make a big difference in the outcome of your real estate transaction. Avoid these common mistakes so you can negotiate with confidence and get the best results.

1. GETTING EMOTIONAL
Letting emotions drive the conversation can lead to poor decisions. Stay calm, focused, and professional.

2. REVEALING TOO MUCH
Sharing too much information about your motivation, timeline, or budget can weaken your negotiating position.

3. NOT DOING YOUR HOMEWORK
Failing to research the market, comparable sales, and property details can put you at a disadvantage.

4. MAKING THE FIRST OFFER
The first offer sets the tone. Let the other side make the first move when possible so you can respond strategically.

5. BEING UNREALISTIC
Unrealistic expectations can lead to frustration and stall negotiations. Stay flexible and solution-oriented.

6. TALKING ABOUT PRICE FIRST
Leading with price can limit your leverage. Start by understanding the other side's motivations and needs.

7. IGNORING THE BIG PICTURE
Focusing only on price can cause you to miss other important terms that impact your experience and bottom line.

8. BURNING BRIDGES
Being rude, inflexible, or confrontational can damage relationships and jeopardize the deal—or future opportunities.

9. SKIPPING THE DETAILS
Overlooking important details in the contract can lead to misunderstandings, delays, or costly surprises.

10. NEGOTIATING WITHOUT EXPERT HELP
A skilled real estate professional advocates for your best interests and helps you avoid costly missteps.



SMART NEGOTIATION STARTS WITH THE RIGHT PARTNER

A great negotiation isn't about winning—it's about creating a win-win. With the right strategy and expert guidance, you can protect your interests, reduce stress, and move forward with confidence.
Let's make your move together.

YOU'LL AVOID COSTLY MISTAKES IF YOU:

- Prepare and know your numbres
- Understand the market
- Stay focused on your goals
- Work with a trusted real estate professional
- Keep the big picture in mind

Let's open the door to your next chapter.

Our local experts are here to help you negotiate with confidence and achieve the best possible outcome.
Let's make your move together.

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** Consult your tax advisor for information about your specific situation.