**If You are Not Prepared to Negotiate,   
then You Could Sell Your House for $10,000   
to $20,000 Less than that Buyer is Willing to Pay for it.**

Will the buyer of your home be a professional negotiator?

This letter reveals how an average negotiator can avoid being taken advantage of by a professional.

**First, the Bad News.** There is a good chance that the buyer of your home will be a great negotiator. If you don't know anything about negotiating, then you risk getting taken advantage of by them.

**Now for the Good News.** This letter reveals how an average negotiator can avoid being taken advantage of by a better negotiator.

There are two things that determine who wins a negotiation.

* The motivation of the people negotiating.
* How skilled they are at negotiating.

Here is a story that is played out every day, all across America. This happens over and over again.

**There is a good chance it could happen to you.**

Let’s suppose a seller is selling his home. He is an average negotiator...not that great but not horrible either.

Unfortunately, he is a motivated seller for these reasons.

* He has had the home on the market for 8 months.
* He has already relocated to another city.
* The home and associated upkeep have been stressing him out.
* He is busy at work and doesn’t have the emotional energy to deal with another problem.

Meanwhile, a buyer wants to buy his home. The buyer is highly motivated to buy because it is the perfect home for him. He has been looking for a home just like this for a long time and couldn’t find it.

This buyer is also an incredible negotiator.

He’s cool and collected. He gathers all the facts. He finds out that the home hasn’t been shown in 2 months. Then, he finds out the seller has already moved.

He looks the seller up on Facebook and stumbles across a rather revealing Facebook Post. The seller vented about real estate and how badly he wants to sell the house. Now, let’s ask ourselves a question.

Who do you think is going to win this negotiation?

Yep. The buyer. Yes, both people are motivated. But, one did a better job at negotiating. As a result, he wins! He buys the home for $43,000 less than the fair market value.

**Don’t let this happen to you!**

Don’t settle for less than you deserve! If you have any real estate questions, do not hesitate to send me an email at YourEmail@domain.com.

Thank you for reading this letter. I wish you the best of luck with your home sale.

Best Regards,

Your Name

Your Real Estate Company

Website: [YourWebsite.com](mailto:Ben@YouFirstRealEstate.com)

Phone: (xxx) xxx-xxxx

Email: YourEmail@domain.com