

Agent Difficulties in Negotiating

Real Estate Agents are involved in the most difficult type of negotiations.

Here are five things that make negotiations difficult for Agents.

1. First, Real Estate Agents are in the most difficult position as third party negotiators with Buyers and Sellers as principals. Third party negotiators must keep the first two parties at the table; keep them focused on the goal and keep them from making it personal and focusing on each other; and prevent the parties from “shooting the messenger;” instead maintaining the necessary objectivity, trust and respect.
2. This first difficulty is challenging enough for a trained negotiator. The second difficulty is that Real Estate Agents have little or no training in negotiating, let alone third party negotiating. Being untrained and continuously negotiating is a major source of undistinguished stress and dissatisfaction for many Real Estate Agents.
3. Third, Agents are most often dealing with Buyers and Sellers who are inexperienced at negotiation; fearful and jaded toward it. Often, their entire experience with negotiating is limited to being abused in the negotiation for an automobile. After that experience, more than anything, they want their pound of flesh.
4. Fourth, the Buyers and Sellers are usually negotiating over the largest and most important asset and investment in their life. This often makes them even more fearful, intimidated, and anxious particularly stressed at the prospect of negotiating over it.
5. Fifth, the Buyers and Sellers are often going through a life experience that makes them, what is the nicest way to express this... off balance. They just got married or are going through a divorce. A child is born or one is leaving for college, the military, whatever the reason it is often emotional. Someone died, became ill or incapacitated. They are earning more money or less; got a new job or lost their job. There are many other reasons people move and all of them create stress that has the potential for being transferred to the Real Estate Agent during the normal pressure of the property negotiation.