

\$9.95

Negotiating for REALTORS® Work Book



Written and Produced by
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The best you can bring to your life and the world is to boldly pursue your goals and dreams.

Gratitude

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that most frightens us.

We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?"

Actually, who are you not to be?

You are a child of God.

Your playing small doesn't serve the world.

There is nothing enlightened about shrinking

so that other people won't feel insecure around you;

We were born to make manifest the glory of God that is within us.

It's not just in some of us; it's in everyone.

And as we let our own light shine,

We unconsciously give other people permission to do the same.

As we are liberated from our fear,

Our presence automatically liberates others.

*Written by Maryann Williamson
from her 1992 book "A Return to Love"*

Rich Levin

Introduction

Negotiate: To discuss something in order to reach an agreement.

Negotiating is a weakness in most Real Estate Agents.

It is often the Agent's most costly weakness. Because it can cost you sales, listings and Clients. Negotiating weakness also add stress, dissatisfaction, self criticism, and negativity.

Whether you are negotiating on behalf of a Seller, or negotiating your compensation for services, in this workbook you'll learn how to get more of what you want for yourself and for those that depend on you to be the best negotiator on their behalf!

Third party negotiating is the toughest form of negotiating.

And the first two parties, the primary negotiators, Buyers and Sellers are almost always inexperienced at negotiations or worse. They are jaded and fearful of negotiations.

Active Real Estate Agents, negotiate all the time, every day in dozens of situations, listing price, repairs, commissions, price reductions, purchase details and sale price, and more.

And, despite all this, Real Estate Agents get very little training in negotiating.

**“Let us never negotiate out of fear
But never let us fear to negotiate”**



**John F. Kennedy
U.S. Presidential
Inaugural Address
January 20, 1961**

The Places and Things REALTORS® Negotiate

- **The price on a listing with the Seller**
- **Repairs in preparation for the listing with the Seller**
- **Details of advertising and marketing with the Seller**
- **Listing commission & terms with the Seller**
- **Price reductions with the Seller**
- **Buyer commission & terms of exclusive contract**
- **Whether to write offer you are writing with a Buyer**
- **The price and terms of an offer with the Buyer**
- **The price and terms of an offer with the Seller**
- **Repairs after engineer, bank, or other inspection with Buyer and Seller**
- **Final walk through issues with Buyer and Seller**
- **Loan approval issues, rates, & terms with lenders**
- **Appraisal issues**
- **Contract approvals with Attorneys**
- **FHA & C of O and other inspectors for approvals**
- **Tax assessment reductions with tax assessors**
- **Place and time of appointments with lots of people**
- **Doing open houses for you with other Agents**
- **Income & benefits with your Team Members**
- **Commission & services with your Broker**
- **Time for business with your family & friends**

Five Keys to Become a Powerful Negotiator

1. Understand that negotiating in Real Estate always involves some level of compromise.
(At least you want both parties to feel that way)
2. Desire to learn the skills found within.
3. Understand how emotions, personalities and needs affect negotiating
4. Be willing to practice
(This can be done in N.E.T -no extra time - during your normal course of activities)
5. Desire to succeed and achieve the goals of your client.

Benefits of Mastering Negotiating Techniques for REALTORS

- ⇒ Help your clients negotiate for the best deal on a house
- ⇒ Your confidence and professionalism in this area will make your service memorable to your clients
- ⇒ You'll protect your client interests.
- ⇒ More of your transactions will close easier. Your clients will be happy and send you more referrals.

Qualities of a Good Negotiator Survey

How do you rate these and yourself? (1 is low 5 is high)	Importance	At Present
You prepare the Client for the negotiations.....	—	—
You tolerate conflict with calm focus.	—	—
You are patient with the parties.....	—	—
You think before speaking.....	—	—
You ask questions to discern real issues.....	—	—
You are a stable person, who can laugh then be stable	—	—
You are a confident person/own desires don't interfere	—	—
You lead with questions.....	—	—
You listen with sincere attention.....	—	—

Gain Information- Rule #1

Gain as much information as possible before the negotiation begins.
Discover the real issues and discover their true urgency and motivation.

Answer all five W's.

- ✓ Why... are they moving?
- ✓ Where are they going?
- ✓ When... do they want to move?
- ✓ Who is involved
- ✓ What's most important to them?

Look at tax records, MLS info, Google searches and any other source.
With **complete respect for agency**, and with tact and professionalism ask your Client, ask these questions of the other Agent, or anyone else.

The information you are seeking are the real issues, reasons, and motivations for the move.

Wrap it up in Two Turns - Rule #2

Wrap it up in two turns or it makes them crazy. The key is to stay focused on the goal. One of the ways to prevent this is to thoroughly prepare them at the initial presentation.

If the negotiation goes beyond the two turns, you can maintain control if you remind your Clients at that time that it is natural to start focusing on the other party to make it personal.

Explain that the other party is not an experienced negotiator and negotiation makes everyone crazy so you work hard to keep everyone focused on the goal of getting the house bought or sold.

Negotiation Process

First turn they are concentrated on the house and the move

Second turn they are concentrated on the money

Third turn it gets personal



Think Before You Speak #3

BE CLEAR ASND CAREFUL NOT CARELESS

Consider that what you say will be twisted and used to your disadvantage.

Expect that everything you say will be heard by everyone involved.

Don't talk about the parties or the property in a way that could be used against you or the Client to anyone at any time.

Don't Talk - Rule #4

Do not let the Buyers & Sellers get to dislike each other.

Don't talk about the parties to anyone at any time. Have a complete respect of confidentiality.

This includes:

- ✓ The primary parties
- ✓ Other Agent in transaction
- ✓ Other Agents in the office
- ✓ Vendors involved in transactions

You take the responsibility.

Don't bring the buyer and seller together. They will invariably say something that will be misinterpreted and offend.

This is the rule that is most often violated.

Stayed Focused on the Goal - Rule #5

Keep your Clients focused on the goal of getting the house sold or bought.

Don't let interruptions, the other party's emotions, emotional outbursts, personalities, personal attacks, or anything else distract you from the issues and the concessions in the negotiation.

Do not respond emotionally unless you have carefully calculated that it will be to your Client's advantage.

Prepare the Client- Rule #6

**“Your negotiations are won or lost,
made difficult or easy at your initial presentations.”**

Prepare your Client for the negotiations at your initial presentations, listing presentation and Buyer presentation. That is how you overcome the negotiating inexperience of your Clients.

The more you prepare your Clients for the negotiation early on when they are most at ease, the easier and more successful your negotiations are going to be at every stage.

If you do not take time to prepare your clients for how the negotiations will transpire then even some Clients who really like you and seem to trust you will question you and distrust you when the negotiations begin.

Initial Presentation – Thoroughly explain the entire process and prepare them for the types of negotiations they may encounter.

Listing Presentation – Prepare them for the offer from the Buyer and for a possible price reduction if necessary.

Buyer Presentation - Thoroughly explain the entire process and prepare them for the types of negotiations they may encounter.

Offer Writing and presentation – Review the process again with the Client at the onset of the negotiations.

Preparation and explanation give you control, peace of mind, loyalty, and more referrals.

You will earn a level of trust and cooperation that will please you and seem simply miraculous.

***“A prepared Client is a ready, willing, and able Client.
An unprepared Client is a time bomb waiting to explode.”***

Reinforce and Prepare Again

At the Time Of Offer Writing

Review documents ...

Explain the decisions they will make.

Explain the role of each professional

Anticipate particular glitches...

Preparation and explanation gives the Client control, peace and loyalty to you

Striving for Discipline

**Success
is just striving
for a few
simple disciplines,
practiced every day**

 Rich Levin's
SUCCESS CORPS, Inc.

To listen well, is as powerful a means of influence as to talk well, and is as essential to all true conversation.

Chinese Proverb

D.I.S.C Assessment

Which personality are you? What are the strengths and weaknesses of it?



High "D"

Results oriented

Quick to anger



High "I"

People oriented

Optimistic



High "S"

Team oriented

Unemotional



High "C"

Process oriented

Fear and Worry

Understanding this adds tremendously to your success and your happiness?

What style is your spouse?

Your children?

Your Co-workers?

Your Clients?

Can you recognize other's personality styles? That gives you confidence.

Then adapt your behavior to other's styles. That gives you power and control.

Would you like to communicate more effectively with all of these people?

People relate more quickly, cooperate more easily and buy with greater confidence from people who communicate with them consistent with their style.

Many top salespeople do this naturally. It is a skill you can learn quickly.

Learn how to work with your sellers to more get the listing priced right. Then get price reductions and negotiate with less hassle and stress.

Learn how to communicate with your buyers to dramatically reduce the number of houses they need to see and to get easier agreement with greater confidence.

D.I.S.C Assessments are the leading personality tests being used today in the work place. Its results are eerily accurate and reliable.

Unlike many other personality assessment reports, D.I.S.C understands that you are not just one personality type but a compilation of each therefore D.I.S.C. reveals your degree of each and precisely how that creates your style.

An order form can be found at the end of this workbook.

What is a D.I.S.C Assessment?

A 24 page report based on the characteristics of the 4 major personality styles that make up your personality.

D- Dominant & Driving

I- Influential & Expressive

S- Steady and Stable

C- Compliant & Analytical

The Assessments is taken online by answering a series of questions and compiles the data into a comprehensive report that thoroughly analyzes aspects of your behavioral style. It indicates your strengths, weaknesses and how to thrive within those parameters.

DISC Includes 4 major areas of concentration:

How you respond to problems and challenges

How you influence others to your point of view

How you respond to the pace of your environment

How you respond to rules and procedures set by others

We all have multiple personalities. Most of us behave differently at home than at work. The D.I.S.C. report analyzes the behavioral style that is your natural (home) manner of doing and reacting vs. your adapted (work) manner of doing and reacting. Understanding this contrast allows you to adapt more effectively and often find more comfort, more happiness, and more success.

Information Included:

Your General Characteristics

Your Value to the Organization

Do's and Don'ts for other to communicate with you

Communication tips for you to deal with others

Your ideal environment

Your perception of yourself and as others see you under varying levels of stress

Detailed Descriptors of your personality style

You natural and adapted style of communication

Your Motivation Style

Keys to managing you based on your behavioral style

Areas for improvement and an action plan

Behavioral Bar Graph to contrast your Natural and Adapted Styles

You Style Insight Graph comparing your Natural vs. Adapted Styles

Insight Wheel- provides a visual representation of your style

Negotiating Styles

Everyone has a dominant negotiating style and everyone negotiates consistent with their personal style. The next page describes how you relate to each of these styles.

	Results Dominance	People Influencing	Team & Trust Steadiness	Process Compliance
Attitude	Confident & Assertive	Optimistic, Engaging, & Charismatic	Composed & Apparently Unemotional	Thorough, Fearful, & Worried
Their Behavior	Under Pressure: Pushy, Arrogant & Aggressive	Under Pressure: Self Promoting and Fake	Under Pressure: Apathetic and Uninterested	Under Pressure: Pessimistic & Fussy
Pace and focus	Faster paced and focused on facts	Faster paced and focused on people	More deliberate & focused on people	More deliberate & focused on facts

The ability to recognize each party's negotiating style and adapt your pace and language to their style gives you an advantage.

For example; Results people (D) are comfortable being pressed for a decision. Process People (C) are offended by it. Process people (C) want more time and "space." People people (I) need more personal interaction. Team and trust people (S) will be put off by personal interaction until they are confident that you are worthy of their trust.

Use the chart above for a great understanding of these styles and how to adapt your behavior during a negotiation.

Negotiating Styles

By learning and understanding each communication styles. You can learn to quickly recognize each style and adjust your behavior to fit each style. Having this knowledge makes negotiations much easier.

	Results Dominance	People Influencing	Team & Trust Steadiness	Process Compliance
Attitude	Confident and Assertive	Optimistic, Engaging, and Charismatic	Composed and Unemotional on the Surface	Thorough, Fearful, and Worried
Your Attitude	Be Clear, Confident, Direct	Be Positive and Encourage	Be Calm and Slow Down a Bit	Be Careful Allow them to Process for themselves
Your Action	Lead with Questions and be prepared to have an opinion.	Lead with Relationship and reinforce their decisions	Ask if you can help or how you can help and be present.	Ask if you can provide more info and pressure off

D - Results Oriented
I - People Oriented
S - Team Oriented
C - Process Oriented

Asking Questions

Asking questions are critical to your success in negotiating. When negotiating it is a critical time to influence your Client and the way to do it is by asking questions and not by telling them.

You need to lead with questions not convince with telling.

Stop telling... Start asking.

Don't speak for more than 45 seconds without asking a question.

Four Types of Questions

- | | |
|------------------------|--|
| 1. Open-ended: | To Gain Information & Deepen Relationships |
| 2. Alternative Choice: | To Test for Agreement & Keep it Moving |
| 3. Tie-downs: | Build "Yes" Momentum & Trial Closing |
| 4. Yes/No's: | Get Commitment - Minor and Major |

Confirm and Reinforce

***"A prepared Client is a ready, willing, and able Client.
An unprepared Client is a time bomb waiting to explode."***



Listening

Active Listening is:

- Eye contact
- Verbal acknowledgments (mm hmm)
- Physical acknowledgments (nodding)
- Probing (asking questions)

Active listening also includes what I call Listen + 4. that is 4 seconds. Allowing silence after they speak so that the other person can continue or explain further and allowing you to watch and think more carefully about what you will say and the impact it will have. Then Confirm your understanding and reinforce areas of agreement

Negotiating Tactics

Trade off or Take Away – When you are asked for a concession, ask for one in return. Or if you have to give something take away something else. It dampens expectations.

Example - Buyer wants an appliance so you ask for more money. Now you may end up giving the appliance without the increase in price. But asking for it dampens the expectation of getting anything else without giving something up.

Counter - Do not concede to anything unless it is beneficial to your client

Splitting the Difference - Never accept splitting the difference when it is offered unless it is to your advantage. And only offer to split the difference when it is to your advantage.

Example - The asking price is \$299,900. Your Buyer offered \$280,000. The Seller's agreed to split the difference at \$290,000.

Counter - Never accept it when it is offered unless you can use it to your advantage.

Fabrication - Manufacturing an issue that is of little importance so it can be traded off for a more important issue. This softens the other party so that they concede on a more important issue.

Example - A Client wants a delayed closing and is willing to pay a higher price to get it. But you know the Seller may not want the delayed closing. So, you offer a low price and the delayed closing so that you can then concede the higher price to the Seller and soften their attitude toward the delayed closing.

Counter - Only accept conditions if they benefit your client.

These are an example of the dozen or more strategies that can be used during a negotiation. You can find them all with examples and counters in our Negotiating for Realtors Ebook.

Be careful, these approaches will cost you the sale, if done poorly.

Power in Negotiating

Power is simply the ability to influence.

As a negotiator you want to have influence.

It is natural to strive for power. If you do not exercise your power you will be influenced and controlled by the power of others.

As long as you are dealing with the other party honestly, then your use of power is more than o.k.. It is required by your fiduciary duties of care and obedience.

Sources of Power

POWER IS LARGELY MENTAL



Expertise - Earned by your *perceived* knowledge and abilities.

Charismatic - Earned by the person who pays sincere attention

Preparation - The one who is perceived to have worked harder

**Overt power is not effective.
Subtle power is effective.**

These are an example of the several types of power that can be used during a negotiation. You can find them all in our Negotiating for Realtors Ebook.

Perception is Reality

**The one who thinks and feels they have the power usually does.
The one that thinks and feels they lack the power usually will.**

The 10 Negotiating Rules for REALTORS®

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Top Ten Negotiating Rules for REALTORS ☀

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Category: [All Articles](#) » [Negotiating](#)



Most Agents have little or no specific training in negotiating yet it is a major component to an Agent's success.

Negotiating is a skill like any other that is awkward at first and improves with practice. Some of these rules will take some time to implement effectively. Others you will be able to apply immediately. (Some of these rules refer to the situation where you are presenting and negotiation directly versus through the other Agent.)

Rule #1: Do not go back and forth between the Buyer and Seller more than twice or you make them crazy. At and after the third round your chance of making the sale drops dramatically.

- In the first round the buyer and seller are thinking about buying and selling the home.
- In the second round the buyer and seller stop thinking about buying and selling the home and start thinking about the money.
- At and after the third round they begin to resent each other. Both Buyer and Seller lose site of the home and money. They begin to make it personal and focus on the other party.

Your buyers and sellers are not experienced negotiators. In fact most have only experienced the often negative negotiations when buying cars. So, they are predisposed to fear and discomfort in a negotiation. Others get caught up in the fight and just want to win no matter the cost or loss. Either way these predispositions make it a lot harder for you. And you can avoid it if you shorten the negotiation.

Rule #2: Don't let the buyers and sellers come to dislike each other.

You take responsibility for what you convey to all parties. The most frequent reason buyers and sellers come to dislike each other is because the Agent talks about one party to the other. So if you hear your client or yourself beginning to disparage the other client intercede and suggest that whatever the reasons for the Client's behavior might be, let's focus on putting together the sale and getting the move complete.

Rule #3: Stay focused on the goal of completing the sale.

Never let interruptions, the other party's emotions, emotional outburst, personality, position or anything else distract you from the issues and the concessions that lead to completing the sale. Stay calm. Listen. Empathize. Do not get involved in conversations about the party's personalities. Do not get emotionally hooked by the emotions of the client. Be a professional. Whether your clients know it or not, they want and need that kind of focused objectivity from you.

Rule #4: People believe what is in writing.

So, support your position in writing. If a comparative market analysis supports your position, prepare it. If certain comparables support your position, provide them. If a report supports your position, copy that portion and use it.

And most of all put your offer in writing. Don't negotiate verbally. I realize that it can work many times. I realize that some Agents will insist on it and there is little you can do at those times. Please for your sake and for your Client's sake make those times rare. Verbal negotiations are fraught with potential problems, misunderstandings, misinterpretations, omissions, as well as simple changing of minds. Put every step of the negotiation in writing.

Rule #5: When you give a concession, ask for something in return.

You may not get anything in return but asking dampens the motivation to ask for more. The seller wants another three thousand dollars in price and the buyer says if I accept that I want the kitchen appliances. The seller says ok and so the buyer says we have been thinking about it and we want the washer and dryer too. The seller says ok. So the buyer then asks for.... You get the idea. If the seller says no the first time, even if they ultimately end up giving up the kitchen appliances to make the deal, asking for something in return dampens the buyer's motivation to ask for more. Then at the structural inspection or at the pre-closing inspection the earlier dampening of the buyer's motivation carries forward and dampens the buyer's motivation to ask for too much later.

Rule #6: Never take the first offer too quickly or easily.

It sends a message that may make your job more difficult later. When you have an offer accepted quickly wait a few hours to call the Buyer. Then don't emphasize that it was easy.

On this same topic, don't tell the buyer they have bought the house or the seller they have sold the house just because they have an accepted offer.... because they haven't. The house isn't sold until there are attorney's approvals, approved inspections, a mortgage commitment and all other contingencies are removed. Instead of saying congratulations you got it. Say, "Congratulations you are on your way. We want to get the attorney's blessing, get through the structural inspection and get through the bank process. I don't expect any problems so I think you have a great home."

Rule #7: Never gloat.

I remember walking into a seller's house with a full price offer, all cash, and only attorney's approval as a contingency. It had the closing date the seller wanted, no personal property. I was proud and pleased. This one was going to be easy.

So I strutted in with swagger and a smile. I said, "You guys are gonna love this offer." Well, as you might expect. They questioned me and challenged me about everything from the legitimacy of my buyer to where their cash was coming from, all because I didn't have the good sense and sensitivity to realize these people are moving their lives. I treated it like a game and they quickly reminded me of its importance to them.

The next time I had the situation. I talked about how hard I worked to get them as much of what they wanted as I could. I couldn't get it all but I hoped we were close enough to come to an agreement. They looked at the great offer and said, "Rich, you did great. We can accept this as it is." Lesson learned.

Rule #8: When you hit an impasse settle everything else first and return to it.

As you present the offer to the seller and you reach an item they don't accept, make a note to come back to it and get agreement on everything else first. Then, once you are through the offer completely, you will have isolated all the items, if there is more than one that requires negotiation. You will find that at that point the negotiation goes easier. There is nothing else on their mind and they know that this item or these items will complete the transaction. By doing this you create a momentum that carries you to success more easily.

Rule #9: Get the other party to negotiate with themselves. Never negotiate with yourself.

This is a more aggressive rule. Above, in Rule # 4 I said to always get your negotiations in writing. This is the exception that proves the rule. Watch. I am sitting with the seller reviewing a Buyer's Agent's offer. The seller is willing to accept it and doesn't want to lose the buyer or the sale. I say to them, "Let's see what I can do without risking the sale."

I call the other Agent (Agent is another one we capitalize) and ask if the Agent can reach their buyer. They say yes. I tell them that the sellers are in the room and they are really close to accepting the offer. If we could get another \$1,500 it's a done deal. Could they check with the buyers and see if they would move at all? And if they will, I want to get it wrapped up tonight while everyone is in agreement.

Ten minutes later the Agent calls to tell me they'll do it or they'll do \$500 or \$1,000 or nothing. A vast majority of the time I'll get more and make the seller very happy with me. If the Buyers won't move I call the Buyer's Agent back in five minutes and to tell them that their offer was accepted as is and compliment them on their smart negotiation.

You may or may not approve of this methodology. I am not condoning or condemning it. I am just using it as an example of, "Get the other party to negotiate with themselves. Never negotiate with yourself."

Rule #10: Do not use these rules and approaches carelessly.

When these rules are applied or are done awkwardly or carelessly they cause your clients to distrust you. Be careful.

Done with care and confidence (and practice) you are going to have a lot more fun, be a lot more productive, preserve more time, and get the admiration and referrals from your clients because you will make them more comfortable in addition to getting them more money with your negotiating skills.

Rich Levin is a National Real Estate Authority with over 30 years experience; the last 15 dedicated to coaching and speaking. His specialty is in raising Agent Production while improving quality of life. He has spoken in 38 States at events from small offices to the NAR convention.

Join our 1st Fifteen Daily Real Estate Training Webinars every week day. Contact us at 585-244-2700 or visit <http://www.RichLevin.com>.

Motivational Thoughts

I am a strong proponent of your ability to control your mindset. The first step in achieving your goals is believing that you can achieve those goals. I suggest you either use the thoughts below and/or find your own motivational thoughts. Then post it in your car, on your computer, your bathroom mirror etc. Throughout the day refer to them for inspiration. The mind truly can create great things.

My Numbers Set Me Free

Run Your Business Like A Business

You Don't Have to Get it Right. Just Get it Going And Keep Improving

Ready Fire Aim

*I like myself, unconditionally.
I completely trust my own judgment.*

Don't be so fascinated by your thoughts and feelings.

I have the power within to achieve great things

A Victory is when you show kindness, self discipline or courage

Fact

Not feelings

Implementation

Not just good ideas

Completed Action

Not just open enthusiasm

Summary

Successful people often say, success is boring. It's true. The strength of your negotiating is not based on tricks. The strength of your negotiating is based on these boring basics that, once mastered, make you a true force that is in control with confidence.

Each Thursday choose one idea for the week. Write it down and work with it. You will find that as your negotiating skills increase that your confidence and success increase at the same time.

RECAP

- 1. Recognize your qualities-**Choose which qualities are helping or hurting you to reach agreements so you can focus on true priorities.
- 2. Ask more and tell less.** Practice this in all your communications at home and at work
- 3. Prepare the Client.** Pre-program & prepare, set expectations at your initial presentation and again at the beginning of the negotiation.
- 4. Gain information. Discover the real issues and motivation of the parties**
- 5. Wrap it up in two turns.** If you can't remind and reinforce the importance of objectivity
- 6. Don't talk about the other party.** Gossip is poison. Do not talk about your party or the other party in the negotiation to anyone.
- 7. Stay focused on the goal.** Don't let your emotions or anyone else's emotions or anything else distract you from the goal of getting the property sold or bought
- 8. Play with Power, Style and Strategies.** Play with your understanding of power, identifying and adapting to negotiating styles, employing the gambits. But remember these are the frosting, the second dessert. Your real strength as a negotiator is built on the five foundational tactics and rules for negotiating .

THANK YOU!



DISC Assessment

All Assessments provided online

___ D.I.S.C Assessment Only - \$49.95

Includes: A 20-24 Page PDF Report based on the characteristics of the 4 major personality styles that make up your personality.

Please indicate the total number of assessments requested and provide email address for each

Name: _____ Email: _____

Name: _____ Email: _____

___ D.I.S.C plus Manual- \$79.99

We offer the D.I.S.C Assessment with an accompanying manual of over 30 pages in an easy to read interpretation of the results of the report. We interpreted and analyzed the re- sults for a deeper understanding of how DISC works and how it can be used to gain a valuable edge over your competition. It was designed to guide you to greater personal strength, confidence and competence by fully comprehending the large amount of data included in the DISC report.

Please indicate the total number of assessments requested and provide email address for each

Name: _____ Email: _____

Name: _____ Email: _____

___ D.I.S.C plus a Review Session with Rich Levin - \$179.95 (15 Minute Session and manual)

Rich reviews your D.I.S.C analysis with you personally in a 15-minute overview of results and how to understand them. You are taught the basics in how to recognize all behavior styles, how to adapt your style to others, what styles complement or oppose yours and much more. A representative will contact you to schedule your session with Rich once the DISC is completed.

Please indicate the total number of assessments requested and provide email address for each

Name: _____ Email: _____

Name: _____ Email: _____

Please send a copy of all reports to the e-mail address below.

Name: _____

Billing Address: _____

Check Enclosed: _____

Amount: _____

Credit Card Number: _____ **Exp Date** _____

Signature: _____

Email Address: _____ (required)

Rich Levin Daily Coaching Referral Program

You can get our Daily Coaching Program
completely free just by referring six people!!!

There is one thing that is better than getting yourself to the next level...

One thing that is more powerful than freeing yourself from the obstacles that used to hold you back... And that is helping **OTHERS** do the same.

It's what I've dedicated my life to, and I encourage you to do the same. There is literally nothing more rewarding, and it creates ripples that affect the lives of everyone.

This is an important step in your evolution...

You are now an ambassador of positive change, and one of the most powerful things you can do for yourself and those close to you is to develop a support network of like-minded people in your life.

And the fastest way to get a support group is to get your Real Estate colleagues to share the same transformational experience that you went through.

We have put together a referral system that will help you spread the word, while also rewarding you for your time and energy... Everyone wins!



Details

Share what you've gained from our Daily Coaching and how it has helped you. Just tell anyone and everyone what our Daily Coaching did for your career!

For every person that you refer to our Daily Coaching Program and that becomes a paid yearly member you will receive a check for \$50! It's that simple!

Rules

The person you refer must become a paid yearly client

The person you refer must enter your name as the person that referred them to our Daily Coaching program during check out process for you to receive \$50.

Checks are mailed within a week of full payment by the person you've referred.

Any questions or comments should be directed to Rebecca@RichLevin.com or call 585-244-2700.