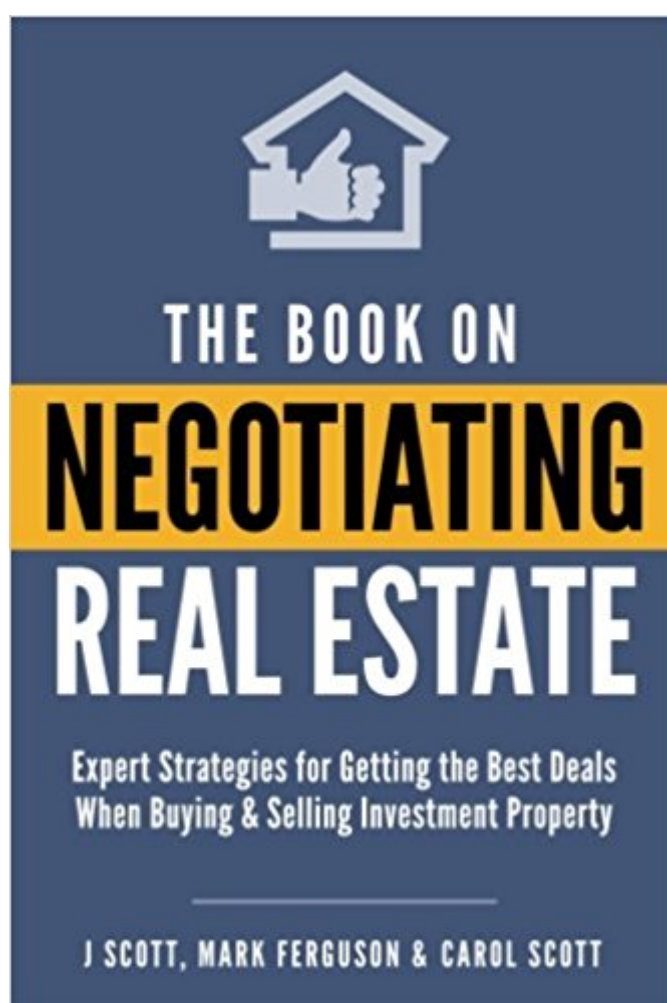


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The Book On Negotiating Real Estate: Expert Strategies For Getting The Best Deals When Buying & Selling Investment Property



Synopsis

Are you a wholesaler, rehabber, landlord, agent or any other real estate professional who wants to learn how to close more deals...and make more money in the process? From expert real estate investors and best-selling authors J Scott, Mark Ferguson and Carol Scott, this is the only book you'll need to ensure you'll get the most deals -- and the best deals -- on all of your investment property! With over 1,000 successful real estate deals between them, the authors combine the science of negotiation with real world experience to dive into all aspects of the real estate negotiation process -- from the first interaction with a buyer or seller, to renegotiating the contract after unexpected issues arise, to last-minute concessions at closing. Aimed at real estate investors and agents at any level, this book not only covers all aspects of negotiating real estate deals, but also contains dozens of true-life stories that highlight how strong negotiation can result in more and better deals, as well as dialogue that will teach you what to say and how to say it, strengthening your ability to close profitable transactions. Using expert strategies to create optimal agreements and dynamic end results, you will learn:

- * The principles behind successful negotiation
- * The psychology of building relationships to gain negotiating leverage
- * How to uncover and use information to tip negotiating outcomes in your favor
- * Strategies for defining optimal offers and counter-offers
- * Tactics for in-the-trenches negotiating and overcoming objections
- * Strategies for using concessions to get your deal to the finish line
- * Tips for overcoming tactics employed by those on the other side
- * How to overcome the challenges of making/receiving offers through agents
- * Tactics to renegotiate issues that arise from contract contingencies
- * Strategies to get the best of it when buying properties from banks and HUD
- * And MUCH MORE!

Book Information

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Customer Reviews

J and Carol Scott are full-time entrepreneurs and investors, living in the suburbs of Washington, DC. They both spent much of their early careers in Silicon Valley (California), where they held management positions at several Fortune 500 companies. In 2008, J and Carol decided to leave the 80-hour work weeks and the constant business travel behind. They quit their corporate jobs, moved back East, got married, started a family and decided to try something new. That something new ended up being real estate. In the past nine years, they have bought, built, rehabbed and sold and held over \$30M in property. J and Carol have detailed their real estate adventures on their blog: <http://www.123flip.com>. J can be reached at j@123flip.com. Carol can be reached at carol@123flip.com. ----- Mark became a real estate investor and agent after graduating from the University of Colorado in 2001. Mark has flipped over 120 houses in his career and owns over a dozen rental properties. Mark currently runs a real estate team with 6 licensed agents who have sold over 200 homes a year. Mark also created InvestFourMore.com, a real estate blog with 200,000 to 300,000 views a month. Mark's focus in the current market is flipping and he shows all the numbers on his active flips (up to 19 at a time) on his blog. Mark has a weekly podcast with over 100 episodes, has written multiple books and his blog has over 450 articles. Mark has been married to his wife since 2008 and their twins were born in 2011. Mark is an avid fan of golf and cars.

Just read this book and it is awesome!!! Very detailed negotiation strategies and how to execute. I am currently looking to buy a long term rental and will definitely use this information. I have read a lot of books on real estate investing and this is a book that I feel has given me the most confidence in making and getting a good deal. Excellent read, well worth the time!!!

As a wholesaler looking to do a lot more deals, this is exactly what I needed to read right now! I am planning to make offers to two sellers today and am going to start putting these techniques to use. Great book!

Excellent book! Very fun read ,incredibly informative, and a great tool for negotiating strategies!

Great book from Mark Ferguson, J Scott and Carol Scott. I have always found these authors books

to be very helpful. This one will not let you down. Lots of references to real life situations. Thanks again!

As soon as I heard J was putting out another book, I had to have it. Having read his previous two books on rehab flips and estimating rehab costs, I knew at this point that he consistently puts out great and useful information, and this entry is no exception. I assumed going into this that I would probably know most of the tricks but I soon realized that I was very wrong. There are tons of golden nuggets in this one and worth multiple reads to absorb all of the information. Highly recommend it to anyone interested in the topic of negotiation. Thanks again, J!

Jay and team are not only savvy real estate investors but master negotiators. That's one of the reasons he is so successful! Read this and you will see what is likely preventing you from closing more deals. A big eye opener for me.

I really learned a lot about negotiating from this book. I'll keep this book on hand for further reference. It is also helpful for negotiating non real estate transactions.

even though I have acquired several investment properties, negotiation is still a big challenge for me. I am glad that this book will focus on this topic just for real estate. It discusses different negotiation idea for different investment strategies which really enlighten me. I would recommend it to all those whoever who want to do RE investment.

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