

NEGOTIATION PRINCIPLES

Landlord / Seller

Buyer / Tenant

This is a business transaction – keep your emotions in check.

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Be respectful.

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Approach each prospect with the intent of making it “happen”.

Be a qualified buyer or renter.

Know the good, bad and ugly about your building or space.

Be clear on what your property or space needs are, and your tolerance for building or space condition.

Market knowledge is power.

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Look at your direct competition. How do you stack up?

What is your competition doing?

What is your true bottom line?

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Don't be vague in your negotiations.

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Price isn't the only factor.

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Flexibility can offer reasonable solutions.

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Get a professional opinion and assistance.

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REDEVELOPMENT RESOURCES

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