



The Local Wave

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Did You Know?

Minus 40 degrees Celsius is exactly the same as minus 40 degrees Fahrenheit.

Each of the suits on a deck of cards represents the four major pillars of the economy in the middle ages: hearts represented the church, spades represented the military, clubs represented agriculture, and diamonds represented the merchant class.

You burn more calories sleeping than you do watching TV.

Canadian researchers found that Einstein's brain was 15% wider than normal.

In a lifetime the average person spends about 2 years on the phone.

SECRETS OF A MASTER NEGOTIATOR

Written by Bernice Ross, CEO of RealEstateCoach.com

Negotiation is the No. 1 skill that you need in real estate to succeed. Are you ready to master the secrets of becoming a master negotiator?

Whether you are a newbie or a 30-year real estate veteran, growing your negotiation skills is one of the best ways to improve your conversion ratio and to close more business. In his book, "Create a Great Deal (2)", Tim Burrell provides the strategies you need to maneuver through virtually any tough real estate negotiation. Here are some of Burrell's top tips.

1. Trust Is Paramount

How do you establish trust in a negotiation situation? There are three key steps: Listen, ask questions, and let the clients be in control of the process. Outline their options (including not accepting the offer) and allow them to decide which option is best for them.

2. Get Something In Return

Some negotiators constantly grind the other party to obtain concessions. To break this pattern, when you make a concession ask, "If we do that for you, what are you willing to do for us?" If you allow the other party to come up with a concession, it may be better than what you would have proposed.

3. Recipricocity

This is the opposite of "getting something in return." In recipricocity, you offer to give something first in order to get something back. For example, if negotiations are at an impasse, you can restart the negotiation by making a new concession. For example, you could say, "We could move up the closing date. Is there something you could give us in exchange?"

continued on next page

The information in this newsletter is for informational purposes and is not intended as legal advice.



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4. Flinch And Vise

When a buyer wants to make a ridiculously low offer, grimace (that's called the "flinch"). After you grimace, respond by saying, "You'll have to do better than that" (that's the "vise".) This approach often causes the buyer to raise the offer. If not, you have uncovered that this may be the best the buyer can do.

5. Let Silence Do The Heavy Lifting

Make your proposal and wait for the other party to respond. Most Americans are uncomfortable with silence and feel compelled to say something. In contrast, people from other cultures often use silence to get what they want. Burrell recommends that silence is particularly effective when the other side has made you angry. Rather than lashing back at them, silence actually accomplishes more.

6. The Decoy

It's always smart to include at least one item in your negotiation that your clients are willing to concede. For example, if the sellers want to close after school is out, the buyers could ask to close quickly. When the sellers make a counteroffer pushing the closing date back to the end of the school year, they will feel as if they have gained a major concession. You can then ask for a concession in exchange for the later closing date.

7. Give Your Clients Alone Time

When your clients appear to like a property, find a way to excuse yourself so they can talk in private. This is especially important for people who do not speak English as their first language. The only buying sign you may see will be when they excuse themselves to have a private conversation in their native language.

8. Don't Accept The First "No"

According to Burrell, for determined negotiators, "no" is merely an opening bargaining position. This is particularly true for bureaucracies including the government, banks, major builders, and insurance companies. If you accept the first "no", they don't have to do any additional work. Burrell said the same thing is true for home warranty insurance. If they tell you that, "No, it's not covered" and you go away, their problem is over. Be persistent.

continued

9. Accept A Really Good Offer Slowly

If you receive an offer that is way too good, don't jump up with glee. The other party will believe they made a mistake. Instead, question some of the terms. Suggest that you might have to stretch to accept their proposal. Alternatively, ask them to throw in a little something to get you to accept. That way, the other party will feel glad they did all right rather than feeling that they gave too much away.

10. Translate Issues To Numbers

Assume that your buyers are making an offer on a house that is listed for \$150,000. The buyers and the sellers are \$3,000 apart. The buyers are resisting coming up with the additional \$3,000. Each \$1,000 of their loan amount results in an additional \$6 per \$1,000 in payments. In this case, the additional payment would be an additional \$18 per month. Explain to the buyers that if they are able to skip one inexpensive restaurant meal per month, they will be able to get the right home with the right schools for their children.

If you are serious about upgrading your negotiation skills, "Create A Great Deal" is a great way to do it. ♦

SALES STAGES

The foundations of most modern sales techniques lie in five stages of action. These began in the 1950's and include:

- 1. Attention:** *You have to get the attention of your prospect through some advertising or prospecting method.*
- 2. Interest:** *Build their interest by using an emotional appeal such as how good they will look to their boss when they make this deal that will save the company thousands of dollars!*
- 3. Desire:** *Build their desire for your product by showing them its features and letting them sample or test-drive it.*
- 4. Conviction:** *Increase their desire for your product by statistically proving the worth of your product. Compare it to its competitors. Use testimonials from happy customers.*
- 5. Action:** *Encourage the prospect to act. This is your closing. Ask for the order. If they object, address their objections. There are then many variations of closing techniques that can help get the business.*



CANCER

June 21



July 22

Cancer is the fourth sign of the zodiac, representing deep feeling, protectiveness, and the home. Cancerians are often unusual people who are well aware of what sets them apart from others. Their talent for non-verbal expression is reflected in the arrangement of their home, with a special emphasis on the kitchen and bedroom. Activities such as eating, sleeping and sharing of affection or sympathy must be private, regular and satisfying in order to offer the unusual amount of psychological support so necessary to the cancerian. Without these, Cancerians grow nervous and irritable. A quiet evening alone with friends can be an ecstatic experience for those born under this sign.

LEO

July 23



August 23

Leo is the fifth sign of the zodiac, representing the radiant creative forces of the individual which light up the world around it. Leos love to make their presence felt through the grand gesture. They dislike meanness and pettiness, and, like the regal king of the beasts, prefer to overlook anything which they consider unworthy of their attention. Leos love to be admired, not only for their physical appearance, but also for what they do. Being placed on a pedestal by others does not bother them in the least. Yet most Leos prefer accomplishing tasks without fanfare, wishing to convey a highly confident, secure image. The faithfulness of a Leo is legendary - a Leo will defend family, friends and mates to the last drop if necessary. Yet fixed attitudes and attachments to outworn arrangements can also stand in the way of their growth.

FUN TRIVIA

1. What numbers can be found on the back of the U.S. \$5 dollar bill in the bushes at the base of the Lincoln Memorial?
2. Who was the fastest random speaker in the world with upwards of 350 words per minute?
3. "Odontophobia" is the fear of what?
4. Who was the first person ever selected as the Time Magazine Man of the Year?
5. On the new \$100 bill, what is the time on the clock tower of Independence Hall?
6. What are the names of the two stone lions in front of the New York Public Library?
7. What does the pancreas produce?
8. What was the occupation of Charlie Brown's father?
9. What was the first product to have a bar code?
10. What are the 10 human body parts that are only 3 letters long?
11. In a standard deck of cards, which is the only king without a moustache?
12. What is the only mammal that can't jump?
13. What year was Diet Coke invented?
14. How many toothpicks would it take to create a cord of wood?
15. What are the plastic tips on the end of shoelaces called?
16. What is the only animal with 4 knees?
17. On average, how many credit cards does each person in the United States have?
18. Who first coined the word "nerd"?

answers on back page



RECORDING FEE INCREASE

State of Washington Recording Fee Increase Beginning July 27, 2009

Document Recording Fees Are Increasing \$20.00 per document

Statewide Basic Recording Fees
(RCW 36.22.1791)

(Real estate and miscellaneous documents)

First page, legal size or less \$62.00

Exceptions:

Deed of Trust	\$63.00
Death Certificate	\$32.00
Assignment of Deed of Trust	\$14.00
Appt. of Successor Trustee	\$14.00
Resignation of Successor Trustee	\$14.00

Each additional page, legal size or less \$1.00

For more information contact your
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Sudoku Puzzle

Fill in the grid so that every row, every column, and every 3x3 box contains the numbers 1 through 9. There is only one solution to the puzzle.

		6	2					7
	4	5					6	
	9	1	4			5		
					7	9		
9				8				2
		8	5					
		3			5	2	4	
	8					6	7	
5					9	8		

For the solution to this puzzle - visit pnwt.com

Answers To Fun Trivia

- 1) 172 2) President Kennedy 3) Teeth
- 4) Charles Lindbergh in 1927 5) 4:10
- 6) Patience & Fortitude
- 7) Insulin 8) Barber 9) Wrigleys gum
- 10) eye, hip, arm, leg, ear, toe, jaw, rib, lip, gum
- 11) King of Hearts 12) Elephants 13) 1982
- 14) 7.5 million 15) Aglets 16) Elephant
- 17) 2 18) Dr. Seuss in "If I Ran The Zoo"



"Look at a day when you are **supremely satisfied** at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it."

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