RENE Certification: Course Outline & Description

Information

- 2-Day ($60 USD per student royalty)
- Classroom
- ABR, CRB and SRS elective

Course Description

This new 2-day Course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

The second day of the course focuses on real-world field scenarios to help negotiators apply the power tools, techniques and tactics learned on the first day.

Understanding the tactics and techniques is one thing, but learning how to recognize them being done and using them effectively requires practice. These field scenarios provide the foundational experience and practice negotiators need to master so they can effectively advocate for their clients.

The Power Negotiator's Playbook is:

- in preparation,
- being open to options,
- knowing how to effectively work with tradeoffs,
- knowing how to compromise without giving essential components away,
- and reaching a resolution that your client can find acceptable

You will soon realize that the "win-win" objective is merely a perception. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

Continued on next page

Learning Objectives

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties.

- When and how to negotiate
- Craft a plan/strategy for any negotiation
- Recognize patterns and tactics being utilized
- Adjust your communication style to achieve optimum results with any party in the transaction
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through e-mail and other media
- Review some of the tips and tools professionals need to master
- Understand the tactics, techniques and power tools and how to recognize them being done
- Practice putting them in action through real-world field scenarios
    - FSBO and Buyer Agents
    - Seasoned Agent and New Agents
    - Two Seasoned Agents

Course Outline

Introduction: Overview & Exercise

- Power
- When Do We Negotiate?

Module 1: Golf Clubs: Buying & Selling a Product

- Individual Negotiation Exercise
- What is a Negotiation?
- Most Common Errors in Business Negotiating

Module 2: What's the Goal? Assessing the Statistical Probability of Success

- Keep Your Eye On the Ball
- Know What You Are Negotiating For
- What's Your Game Plan?
- All Athletes Train for the Big Game

Module 3: Types of Negotiations -- Statistical Probability of Winning & Losing

- Types of Negotiations
- Organizational Format
- Competitive Format
- Competitive Format: Lose-Lose?
- Partnering Format for a Win-Win
- Personal Format

Module 4: Types of Negotiators -- Role of the Negotiator & the Ego

- It's All About the Other Negotiator
- Recognizing a Skilled Negotiator
- Collaborating With Your Opponent
- Understanding What the Negotiator Wants
- Understanding What the Negotiator Needs
- Playbook Strategies: 7 Deadly Sins of Negotiating
- Playbook Strategies: Tips for Negotiators

Module 5: Yububu -- Team Negotiation Between ChemTech & NewGen

- ZOPA: Zone of Possible Agreement
- Yububu Exercise

Module 6: Venues for Negotiations -- The Spectrum of Communications

- Communication Options for Negotiations
- Text Negotiations
- Email Negotiations
- Phone Negotiations
- Neutralizing Anger

Module 7: Bargaining Strategies -- Tactics, Tools, Techniques of Live & Live Virtual

- BATNA: Best Alternative to a Negotiated Agreement
- BATNA Process to Assess Options
- 3 Bargaining Formats
- Dumb Things People Say During a Negotiation
- Power Play Strategies
- The Main Power Play Strategies
- Importance of Power Play Strategies
- Tactics
- Tactics & Techniques
- Tactics & Counters

Module 8: Sounds -- More Techniques

- Sounds that Signal

Module 9: Non-Verbal Communication -- Additional Techniques

- Non-Verbal Communication
- Importance of Non-Verbal Communication
- Types of Non-Verbal Communication
- Sending Signals
- Eye Movements & Facial Expressions
- Head Movements & Arm/Hand Positions
- Hand Movements/Gestures & Handshake
- Leg Movements/Positioning

Module 10: Positioning -- Strengths & Weaknesses

- Cultural Adjustments
- Positioning Basics -- Every Player Has a Position
- Gender and Positioning
- Positional Negotiating
    - Same Gender
    - Couple

Module 11: How to Break a Tie -- Issues of Deadlock

- Deadlock
- Hypothetical Bargaining
- Tips for Negotiators
- Resource
- Negotiations in the Movies
- Negotiation Instructional Videos

Module 12: "Jeopardy" Game - Reivew

- Putting the Tactics / Techniques Into Action
- "Jeopardy Game" Review

Module 13: Field Scenarios

- **Field Scenario #1: FSBO and Buyer Agent**
    - Scenario Fact Pattern
    - Profiles
    - Backstory of Buyer Agent
    - Backstory of FSBO
    - Tactics / Techniques Used

- **Field Scenario #2: Seasoned Agent and New Agent**
    - Scenario Fact Pattern
    - Profiles
    - Backstory of Season Agent
    - Backstory of New Agent
    - Tactics / Techniques Used

- **Field Scenario #3: Two Seasoned Agents**
    - Scenario Fact Pattern
    - Profiles
    - Backstory of Buyer Agent
    - Backstory of Listing Agent
    - Tactics / Techniques Used

RENE
Real Estate
NEGOTIATION EXPERT

rebi
Real Estate Business Institute

The Real Estate Business Institute (REBI) is an affiliate of the National Association of Realtors® and confers the RENE certification.

Real Estate Negotiation Expert (RENE) Certification Course

2-day course -- Timed Outline

DAY 1: The Power Negotiator's Playbook

Learning Objectives for Day 1:

- When and how to negotiate
- Craft a plan/strategy for any negotiation
- Recognize patterns and tactics being utilized
- Adjust your communication style to achieve optimum results with any party in the transaction
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through e-mail and other media

INTRODUCTION: GETTING STARTED

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
2	Introduction - Power	
3	When Do We Negotiate?	Understand that negotiations take place all the time; the principles and concepts are the same; and that we negotiate more than the deal.
5 Min	**Introduction: Total Instruction Time**	

MODULE 1: GOLF CLUBS -- Buying & Selling a Product

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
15	Individual Golf Club Negotiation Exercise	Understand that negotiating is more than PRICE. It is about client's SATISFACTION with the results. 'Winning' is different for each parties.
5	What is a Negotiation	Understand that from a client's perspective it has nothing to do with whether or not somebody won or lost because even a bad deal can feel good if the client is against the market conditions. A negotiation is a perception and not a reality.
5	Most Common Errors in Business Negotiations	Understand the importance of doing research about the other negotiator, the needs of the other client, and the situation.
25 Min	**Module 1: Total Instruction Time**	

MODULE 2: WHAT'S THE GOAL? Assessing the Statistical Probability of Success

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
15	Keep Your Eye On the Ball	Understand the purpose of a negotiation. Describe what is required from the client; securing facts; supply and demand factors in market; and what client perceives as important.
5	Know What You Are Negotiating For	Understand that the negotiation is about the client's satisfaction whether you believe it to be in their best interests or not.
5	What's Your Game Plan	Understand that planning a negotiation with the client is essential and before they choose from their options they must consider many items before they instruct you how to proceed on their behalf.
5	Action Plan	Understand that a negotiation is about preparation and planning and there are ways to shape risk and time so the client has reasonable options.
30 Min	**Module 2: Total Instruction Time**	

MODULE 3: TYPES OF NEGOTIATIONS -- Statistical Probability of Winning & Losing

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
3	Four Types of Negotiation Formats	Introduce the four types of negotiation formats: organizational, competitive, cooperative & personal
4	Organizational Format	Describe the Organizational Format and how it occurs and how it can impact your client
4	Competitive Format	Describe the Competitive Format, how the market influences the outcome and what that can mean to your client's options and position.
3	Competitive Format: Lose-Lose	Describe how 'split-the-difference' is a lose-lose for your client and that it can seriously impact their "satisfaction'.
3	Partnering Format: Win-Win	Describe how the format provides the client with a satisfactory result and perception.
3	Personal Format	Describe the format and the psychological aspect of a negotiation so that clients can achieve their objectives and goals
20 Min	**Module 3: Total Instruction Time**	

MODULE 4: TYPES OF NEGOTIATORS -- Role of the Negotiator and the Ego

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	It's All About the Other Negotiator	Understand that you can't negotiate price, terms or conditions until you get past the other negotiator who may or may not care about their client in the negotiation.
5	Individual Exercise: Recognizing a Skilled Negotiator	Group discussion to generate skills, traits and attributes of a skilled negotiator.
10	Recognizing a Skilled Negotiator	List and describe some of the skills, traits and attributes of a skilled negotiator.
10	Collaborating With Your Opponent	Understanding that collaboration with the other negotiator is necessary to achieve your client's objectives.

Module 4 - continued

10	Understanding What the Negotiator Wants	Understand how to creative competitive advantage for the benefit of your client.
10	Understanding What the Negotiator Needs	List and describe typical things that most negotiators need and how to leverage for advantage to advance your client's position.
5	7 Deadly Sins of Negotiating	List and describe the parallel of the 7 deadly sins to negotiating strategy.
5	Tips for Negotiators	List and describe critical tips for a successful negotiation so that your client benefits.
60 Min	**Module 4: Total Instruction Time**	

MODULE 5: YUBUBU TEAM NEGOTIATION

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	Zone of Possible Agreement	Understand the 'walk away' point in the deal and what ZOPA is and how to identify this Zone of Possible Agreement for the benefit of your client.
70	Team Exercise: Yububu	Team exercise between ChemTech & NewGen, applying negotiating skills, techniques and strategies presented in the course to this point. This exercise personifies the need for negotiators to find common ground so that the client gets what they need, most of what they want and some of what they wish for. Excellent negotiation in collaborative win-win negotiating for the benefit of a client. Debrief with outcomes of negotiations.
85 Min	**Module 5: Total Instruction Time**	

MODULE 6: VENUES FOR NEGOTIATIONS - The Spectrum of Communications

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	Communication Options for Negotiations	List and describe the different formats utilized with negotiations -- in person, live virtual, phone, email and text that today's practitioners and clients use routinely.
5	Exercise: Text Negotiations	Given an exercise to list the benefits and cons of using text for negotiations and how that helps or hurts clients.
10	Text Negotiations	List and describe the pros and cons of using text for negotiations and how that helps or hurts clients.
5	Exercise: Email Negotiations	Given an exercise to list the benefits and cons of using email for negotiations and how that helps or hurts clients.
10	Email Negotiations	List and describe the pros and cons of using email for negotiations and how that helps or hurts clients.
5	Exercise: Phone Negotiations	Given an exercise to list the benefits and cons of using the phone for negotiations and how that helps or hurts clients.
10	Phone Negotiations	List and describe the pros and cons of using the phone for negotiations and how that helps and hurts clients.
10	Neutralizing Anger	Understand techniques and responses that can disconnect the negative reaction and break the chain of verbal anger and/or abuse so that the negotiation can get back on track and attain the client's objectives.
60 Min	**Module 6: Total Instruction Time**	

MODULE 7: BARGAINING STRATEGIES -- Tactics, Tools, & Techniques of Live & Live Virtual Negotiating

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	BATNA -- Best Alternative to a Negotiated Agreement	Understand the concept of BATNA and demonstrate with video clip from movie "Just Go With It".

Module 7 - continued

5	BATNA Process to Assess Options	List and describe the application of the BATNA process that all trained negotiators should know and utilize so it can be explained to clients so they can make informed decisions.
5	3 Bargaining Formats	List and describe the 3 types of bargaining formats: positional, value and hypothetical and outline how those formats help or hurt clients in a negotiation.
5	Dumb Things People Say During a Negotiation	Describe different responses and comments that should never be said during a negotiation and which inevitably destroys a client's negotiation position.
5	Power Play Strategies	Describe the 'playing conditions' of a negotiation which can psychologically neutralize a negotiation or negotiator to fortify your client's position.
10	The Main Power Play Strategies	List and describe the 5 main Power Play Strategies that occur during a negotiation.
5	Importance of the Power Play Strategies	Understand the importance of Power Play Strategies, ~~and~~ whether or not you have the power of these perceptions on your side so you can leverage the assets you have for the benefit of your client.
10	Tactics & Techniques	List and describe the tactics and techniques that are carefully chosen to change the conditions on the playing field so that your clients has the best possible options available.
10	Tactics & Counters	List and describe counters that can be executed against certain tactics and techniques utilized by a negotiator. Demonstrate with a move video clip from "Pirates of the Caribbean".
60 Min	**Module 7: Total Instruction Time**	

MODULE 8: SOUNDS -- More Techniques

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
10	Sounds that Signal	Understand language sounds and how they can be used as an effective negotiating technique to help your client's position.
10 Min	**Module 8: Total Instruction Time**	

MODULE 9: NON-VERBAL COMMUNICATION -- Additional Techniques for Live & Live Virtual

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
10	Non-Verbal Communication	Understand that non-verbal communication is more than body language.
5	Importance of Non-Verbal Communication	Understand that 65% of what is not said can tell more than the 35% that is being said.
5	Types of Non-Verbal Communication	List and describe the various formats of non-verbal communication and what to watch and listen for that can impact your client's objectives
5	Sending Signals	Understand that the entire body tells a story and can often signal things that the negotiator never wanted to reveal, and that information is essential to helping your client achieve their goals.
3	Eye Movements	List and describe the various movements and their meaning.
3	Facial Expressions	List and describe the various expressions and their meaning.
3	Head Movements	List and describe the various movements and their meaning.

Module 9 -- continued

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
3	Arm/Hand Positions	List and describe the various movements and their meaning.
3	Hand Movements/Gestures	List and describe the various movements and gestures and their meaning.
3	Handshake	List and describe the various types and their meaning.
3	Leg Movement / Positioning	List and describe the various movements and positioning and their meaning.
46 Min	**Module 9: Total Instruction Time**	

MODULE 10: POSITIONING -- Strengths & Weaknesses

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	Cultural Adjustments & Reference	Understand the cultural impacts on negotiations and provide reference book -- "Kiss, Bow, or Shake Hands". This is essential for us to explain to our clients so they make informed decisions.
5	Positioning Basics - Every Player Has a Position	Understand that generational implications can affect negotiations as well as where the negotiation takes place. This information is important for our client to understand as well.
5	Gender and Positioning	Understand that unintentional mirroring of the wrong party can undermine negotiations and rapport-building which in turn can undermine our client's goals.
20	Positional Negotiating Exercise ▪ Table Styles ▪ Same Gender ▪ Couple	Given and exercise, learn that table styles, gender and positioning all impact a cooperative, combative or neutral negotiation.
35 Min	**Module 10: Total Instruction Time**	

MODULE 11: HOW TO BREAK A TIE -- Issues of Deadlock

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
5	Deadlock	Understand the issues that can create deadlock and the things that clients need to understand so they can avoid the common mistakes that undermine their objectives.
5	Deadlock Counters	List and describe options to try when the deal gets stuck or when all parties consider that it is over so that clients can calmly return to the bargaining table willingly and positively
5	Hypothetical Bargaining	Understand what hypothetical bargaining is and how it can help clients achieve satisfactory results in a negotiation
15 Min	**Module 11: Total Instruction Time**	

DAY 1:

451 Min	**Total Instruction Time for Course:**
	7.51 clock hours based on 60 minute clock hour.
	9.02 hours based on 50 minute clock hour.

DAY 2: Advanced Field Negotiations

Learning Objectives for Day 2:

- Students will realize that circumstances are not what they always seem.
- That every negotiation has a backstory that has relevance to the positions of the clients and agents involved.
- That finding the ZOPA and understanding the BATNA is essential to helping clients obtain a satisfactory result
- That no decisions are ours to make – the role of the negotiator is to present the options, alternatives and ramifications to the client so they can make the decision that is right for them and we act on their lawful instruction.
- Realizing that Different generations may require different communication methods or have different communication preferences and our job is to communicate in a way that is comfortable for others so that they are want to cooperate with us and we achieve results for our client.
- Understanding that negotiations are not 'one size fits all' – for the client to get what they need we must remain flexible and highly adaptable to the style of the other negotiator

MODULE 12: "Jeopardy" Game - Review

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
20	"Jeopardy" Game Review	Group exercise reviewing the negotiating techniques in a "Jeopardy" game format to reinforce their importance in helping clients achieve satisfactory results in a negotiation.
20 Min	**Module 12: Total Instruction Time**	

MODULE 13: Field Scenarios

Time (Minutes)	Detailed Content Outline	Student Will Be Able To:
10	Field Scenarios Introduction & Set-Up	
120	Field Scenario 1: FSBO & Buyer Agent ▪ Ready & absorb fact pattern ▪ Team plans strategy ▪ Negotiate the scenario ▪ Debrief	▪ Understand the scenario fact pattern, profile and backstory. ▪ Strategize the tactics, tools and techniques they will use. ▪ Negotiate the scenario out through actual role-playing of each party.
120	Field Scenario 2: Seasoned Agent & New Agent ▪ Ready & absorb fact pattern ▪ Team plans strategy ▪ Negotiate the scenario ▪ Debrief	▪ Understand the scenario fact pattern, profile and backstory. ▪ Strategize the tactics, tools and techniques they will use. ▪ Negotiate the scenario out through actual role-playing of each party.
120	Field Scenario 3: Two Season Agents ▪ Ready & absorb fact pattern ▪ Team plans strategy ▪ Negotiate the scenario ▪ Debrief	▪ Understand the scenario fact pattern, profile and backstory. ▪ Strategize the tactics, tools and techniques they will use. ▪ Negotiate the scenario out through actual role-playing of each party.
370 Min	**Module 13: Total Instruction Time**	

DAY 2:

390 Min	**Total Instruction Time for Course:**
	6.5 clock hours based on 60 minute clock hour.
	7.8 hours based on 50 minute clock hour.

TOTAL HOURS FOR 2-DAY CERTIFICATION COURSE:

841 Min	**Total Instruction Time for Course:**
	14.01 clock hours based on 60 minute clock hour.
	16.82 hours based on 50 minute clock hour.

RENE

Real Estate
NEGOTIATION EXPERT

Certification Course

Tactics, Tools & Techniques for the Power Negotiator

rebi
Real Estate Business Institute

an affiliate of the National Association of REALTORS®

RENE
Real Estate
NEGOTIATION EXPERT

Certification Course

STUDENT WORKBOOK

rebi
Real Estate Business Institute

©2016 by the Real Estate Business Institute
430 North Michigan Avenue ♦ Chicago, IL 60611
Phone: 800.621.8738 ♦ Fax: 312.329.8882 ♦ www. REBInstitute.com ♦ info@rebinstitute.com

The Real Estate Business Institute is a not-for-profit affiliate of
the NATIONAL ASSOCIATION OF REALTORS®.

© Copyright 2016 by the Real Estate Business Institute. All rights reserved.

This publication and any accompanying course materials may not be reproduced in part or in whole without prior written permission of the Real Estate Business Institute, 430 North Michigan Avenue, Chicago, Illinois 60611-4092.

DISCLAIMER

The Real Estate Business Institute makes every effort to ensure the accuracy and quality of its published materials; however, no warranty, expressed or implied, is provided. The Real Estate Business Institute disclaims any responsibility or liability for any direct or indirect damages resulting from the use of the information in this manual or products described in it. Mention of any product does not constitute an endorsement by the Real Estate Business Institute of that product. All samples are intended to be fictional; any resemblance to real persons or companies is coincidental.

NOTE

The Real Estate Business Institute, its faculty, agents and employees are not engaged in rendering legal, accounting, financial, tax, or other professional services through these course materials. If legal advice or other expert assistance is required, the student should seek competent professional advice.

TRADEMARK NOTICES

The Real Estate Business Institute is a registered trademark. All other brand and product names are trademarks or registered trademarks of their respective companies.

THE RENE CERTIFICATION

RENE (Real Estate Negotiation Expert) is the only negotiating credential recognized by NAR.

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties. These courses provide the tips and tools professionals need to master so they can deal with the above to effectively advocate for their clients.

The RENE curriculum provides interactive experiences to help negotiators elevate their game! The courses examine all types of negotiation formats and methods as well as a full spectrum of tips, tools, techniques and advantages so you can provide effective results for your clients.

This new credential is a certification -- which means no membership or recurring annual dues. The Real Estate Business Institute confers the RENE credential upon completion of the course requirements and remittance of a one-time $159 credentialing fee.

How to Earn Your RENE Certification

Core Requirements

- Complete the 2-day course (RENE Certification Course)
  - ✓ Day 1: "The Power Negotiator's Playbook"
  - ✓ Day 2: “Advanced Field Negotiations”
- Submit the Application with non-refundable $159 one-time credentialing fee (there are no recurring annual dues or membership)
- Be a member in good standing with the National Association of REALTORS®. (Exception: international members)

Elective Credit

- This course is recognized as an elective toward the ABR and SRS designations.
- Recognized for one (1) elective credit toward the CRB designation.

TABLE OF CONTENTS

Day 1: The Power Negotiator's Playbook

Learning Objectives 8

Introduction: Overview & Exercise

Power 9
When Do We Negotiate? 10

Module 1: Golf Clubs: Buying & Selling a Product

Individual Negotiation Exercise 12
What is a Negotiation? 13
Most Common Errors in Business Negotiating 14

Module 2: What's the Goal? Assessing the Statistical Probability of Success

Keep Your Eye On the Ball 16
Know What You Are Negotiating For 17
What's Your Game Plan? 18-19
All Athletes Train for the Big Game 20

Module 3: Types of Negotiations -- Statistical Probability of Winning & Losing

Types of Negotiations 22
Organizational Format 23
Competitive Format 24
Competitive Format: Lose-Lose? 25
Partnering Format for a Win-Win 26
Personal Format 27

Module 4: Types of Negotiators -- Role of the Negotiator & the Ego

It's All About the Other Negotiator 29

TABLE OF CONTENTS

Module 4: Types of Negotiators -- Role of the Negotiator & the Ego -- continued

Recognizing a Skilled Negotiator 30-31
Collaborating With Your Opponent 32
Understanding What the Negotiator Wants 33
Understanding What the Negotiator Needs 33
Playbook Strategies: 7 Deadly Sins of Negotiating 34
Playbook Strategies: Tips for Negotiators 35

Module 5: Yububu -- Team Negotiation Between ChemTech & NewGen

ZOPA: Zone of Possible Agreement 37-38
Yububu Exercise 39

Module 6: Venues for Negotiations -- The Spectrum of Communications

Communication Options for Negotiations 41-42
Text Negotiations 43
Email Negotiations 44-45
Phone Negotiations 46-47
Neutralizing Anger 48

Module 7: Bargaining Strategies -- Tactics, Tools, Techniques of Live & Live Virtual

BATNA: Best Alternative to a Negotiated Agreement 50
BATNA Process to Assess Options 51
3 Bargaining Formats 52-53
Dumb Things People Say During a Negotiation 53
Power Play Strategies 54
The Main Power Play Strategies 54
Importance of Power Play Strategies 55
Tactics 56
Tactics & Techniques 56
Tactics & Counters 57-58

TABLE OF CONTENTS

Module 8: Sounds -- More Techniques

Sounds that Signal....60

Module 9: Non-Verbal Communication -- Additional Techniques

Non-Verbal Communication....62
Importance of Non-Verbal Communication....62
Types of Non-Verbal Communication....63
Sending Signals....64
Eye Movements & Facial Expressions....65
Head Movements & Arm/Hand Positions....66
Hand Movements/Gestures & Handshake....67
Leg Movements/Positioning....68

Module 10: Positioning -- Strengths & Weaknesses

Cultural Adjustments....70
Positioning Basics -- Every Player Has a Position....71
Gender and Positioning....71
Positional Negotiating....72-73
- Same Gender....74
- Couple....75

Module 11: How to Break a Tie -- Issues of Deadlock

Deadlock....77
Ways to Move From Deadlock....78
Hypothetical Bargaining....79
Tips for Negotiators....80-81
Resource....82
Negotiations in the Movies....83
Negotiation Instructional Videos....84

TABLE OF CONTENTS

Day 2: Advanced Field Negotiations

Module 12: Jeopardy Game Review

Jeopardy Game – Day 1 Review (game board not provided in workbook) 85
Putting the Tactics/Techniques Into Action 86

Module 13: Field Scenarios

Introduction and Set-Up 87
Field Scenario 1: FSBO & Buyer Agent 88
Field Scenario 2: Seasoned Agent & New Agent 89
Field Scenario 3: Two Seasoned Agents 90

Appendix

Professional Development Options & Information 91
RENE Certification – Next Steps 92
Buyer & Seller Counseling Session Templates (NEW! From REBI) 93
RENE Certification Application ..... Last Page

DAY 1

The Power Negotiator's PLAYBOOK

LEARNING OBJECTIVES

Learning Objectives

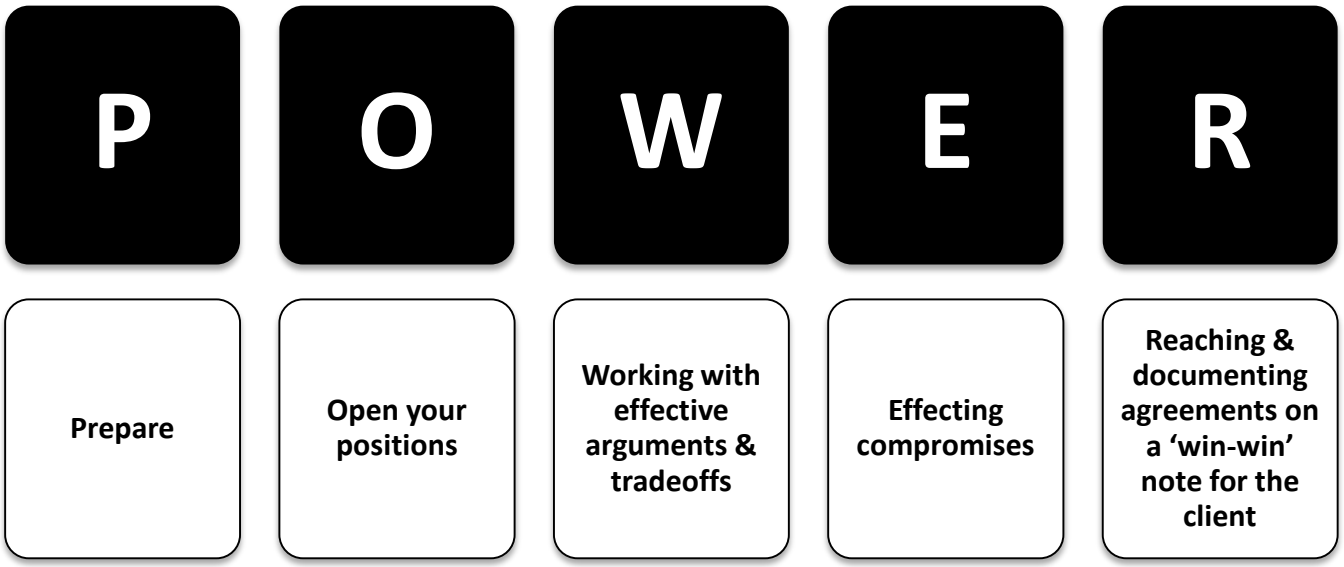
1. When and how to negotiate
2. Craft a plan/strategy for any negotiation
3. Recognize patterns and tactics being utilized
4. Adjust your communication style to achieve optimum results with any party in the transaction
5. Successfully apply the principles of persuasion to any negotiation situation
6. Effectively negotiate face-to-face, on the phone or through e-mail and other media

POWER

Instructor Slide 8

"The Power Negotiator's Playbook" is:

- in preparation,
- being open to options,
- knowing how to effectively work with tradeoffs,
- knowing how to compromise without giving essential components away,
- and reaching a resolution that your client can find acceptable



You will soon realize that the "win-win" objective is merely a perception -- compromise or 'splitting the difference' do not exist when two parties are deadlocked. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

WHEN DO WE NEGOTIATE?

Instructor Slide 9

Life is a negotiation. We negotiate in business, with our clients, and also with the other negotiators. We tend to forget, however, that every day we are negotiating -- with friends, family, colleagues, spouses/partners, retailers, shop owners, bosses, sales people, supervisors, and service providers.

The important thing to remember is that there is plenty of opportunity to practice the skills and skill sets that will be explored in this course ***BEFORE*** you try any of this on your clients! Also, one reminder -- ***NOTHING*** should be done on behalf of a client without the client's formal, written consent.

We negotiate all the time → The principals and concepts are the same → We negotiate more than the deal itself

Remember!
We negotiate FOR clients and AGAINST customers

MODULE 1

GOLF CLUBS

BUYING AND SELLING A PRODUCT

INDIVIDUAL NEGOTIATION -- EXERICSE

HANDOUT

Refer to the handout of your assigned role -- Customer or Store Manager for information and instructions.

WHAT IS A NEGOTIATION?

Instructor Slide 14

A negotiation is a game of chance that involves risk. It is essential to understand that negotiators will need to leverage any available assets that they have at their disposal. This dance between two opponents vying for the best possible outcome for their clients is a delicate balance.

- When played between two trained athletes, it is masterfully executed using subtle psychological tactics, tools and techniques to arrive at a "win-win" resolution.
- When one player is an amateur, it is a "win-lose / lose-win / lose-lose" event that can be combative, adversarial and counter-productive to the interests of the client.

The important point is that it has nothing to do with whether or not someone actually won or lost because when successfully done, even a bad deal can feel good because a negotiation is a ***perception*** and not a reality.

MOST COMMON ERRORS IN BUSINESS NEGOTIATING

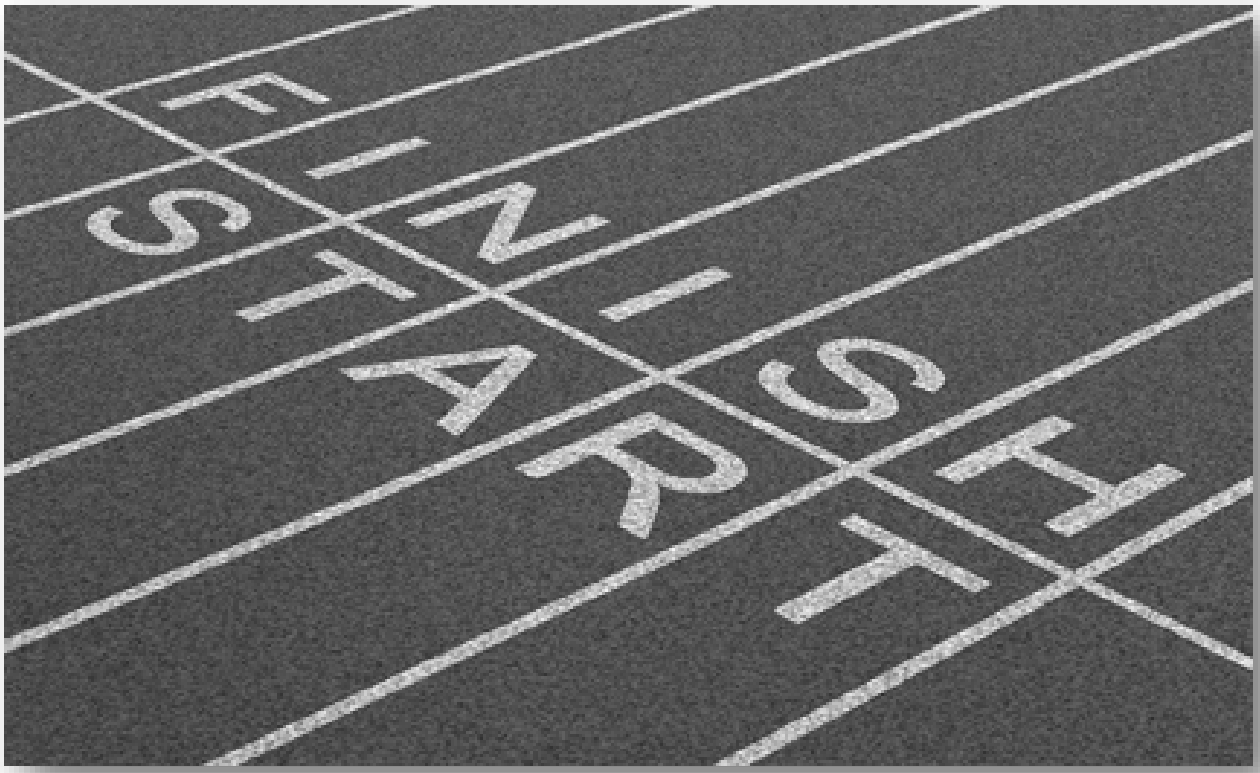
Instructor Slide 15

According to the Harvard Law School Program on Negotiation, the five most costly and common business errors when negotiating are:

1. Underestimating your own authority, ability and strengths.
2. Assuming you know what the opposition wants.
3. Overestimating your opponent's knowledge of your weaknesses.
4. Becoming intimidated by your opponent's prestige, rank, title or educational accomplishments.
5. Being overly influenced by traditions, precedents, statistics, forecasts or cultural icons and taboos.

All are important and you shouldn't be intimidated. **NOT** doing your research about the other negotiator, the needs of the other client, and the situation can be costly. This will help you neutralize the effect of some of the power plays, tactics, tools and techniques that can certainly affect the statistical probability of success.

MODULE 2



What's the Goal?

ASSESSING THE STATISTICAL PROBABILITY OF SUCCESS

KEEP YOUR EYE ON THE BALL

Instructor Slide 17

The purpose of a negotiation is to secure the best possible outcome, based on all of the existing circumstances of the transaction for your client -- after receiving their written permission. It is critical to secure as many facts and circumstances as possible about the:

- motivation
- urgency
- personal details of all parties -- including the other negotiator and their client

These facts will be added to your playbook for their value in the negotiation.

Assessing the statistical probability of success based on a variety of possible strategies and outcomes is essential. You need to be mindful of the supply and demand factors of the market at that price point since that will provide a basis for statistical probability for success, but not necessarily the outcome if you play the game correctly.

You must also assess your client's level of tolerance for risk and stress. Our job is to help them understand that we will do our best to minimize the stress for them but we cannot relieve them of it entirely.

We will also need to get our client's priorities straight since they could be really different from ours. What we value is not important and we must focus on the negotiation's objectives from their perspective.

KNOW WHAT YOU ARE NEGOTIATING FOR

Instructor Slide 18

It is important to remind ourselves what we are really negotiating for. This is not about you, the negotiator, winning or losing. It is about your client's perception of value and their important issues.

Since they don't do this all the time, they may not realize how stressful waiting for an answer can be or if their offer will even be considered as serious. Our primary concern is to ascertain the client's tolerance for the stress and their perception of their needs / wants / wishes regarding price, terms and conditions.

In addition, the intangibles that go beyond the price sometimes have much more value. Some of those intangibles might be time, location, condition, status, comfort, lifestyle, safety, etc. Whatever the tangible, intangible and features of interest there are, the negotiation is ultimately about your client's satisfaction **whether or not you believe it to be in their best interests.**

WHAT'S YOUR GAME PLAN?

Instructor Slide 19

Planning the negotiation is essential and there are several items to consider before you can score a win!

What do you think they are?

WHAT'S YOUR GAME PLAN?

Instructor Slide 20

So many factors come into play when planning a negotiation. Some items to consider before you can score a win are:

1. Is the market with you or against you?
2. Does your client love it or like it?
3. Are there competing offers?
4. Does the other negotiator have a competing offer?
5. Do you know the other agent? If your history favorable or not?
6. Are the parties motivated to buy / sell?

ALL ATHLETES TRAIN FOR THE BIG GAME

Instructor Slide 21

It's all about advance planning!

Advance planning and extensive preparation is essential for a successful negotiation.

Aspects that are essential for success:

Knowing what you client's needs / wants / wishes are and what they want and don't want is critical to bartering. It is also helpful to know what the other negotiator's clients want or don't want based on their needs / wants / wishes.

Another important consideration is to anticipate possible counters to any proposal you make and knowing what your client will allow/not allow for latitude so that you can be pre-authorized to barter unwanted elements.

The motivation and interests of the negotiator will be fully explored since that is often the leverage point in many negotiations.

We need to be open and flexible to alternate methods, options and considerations that could lead to a mutually agreeable resolution for all concerned but most of all, rehearsal is critical. You can't be good without practicing the skill sets that will be provided in this course.

MODULE 3

Types of Negotiations

STATISTICAL PROBABILITY OF WINNING & LOSING

TYPES OF NEGOTIATIONS

Instructor Slide 23

There are four types of negotiation formats and we will explore them individually:

Organizational Format

Competitive Formats

- Win-Lose; Lose-Win; Lose-Lose

Cooperative Format

- Win-Win

Personal Format

ORGANIZATIONAL FORMAT

Instructor Slide 24

The Organizational Format is a "Corporate" structure where negotiations can occur without the negotiator's knowledge prior to the real negotiation occurring.

- Can occur on different levels and departments of a company
- Info can be given, taken and leaked well before the actual ‘deal’ is bargained
- Is often done without the primary negotiator’s knowledge or consent

Example: A co-broke agent calls the office to book an appointment for a property and the person answering the phone says: “Thank God someone wants to see that!”

COMPETITIVE FORMAT

Instructor Slide 25

Win/Lose and Lose/Win depend on market conditions and the probability of success

You potentially "win" if the market is on your side

You probably "lose" if you are against the market

Beating the odds requires skill, info and a clear understanding of how to play your hand

Outcomes can change when info is leveraged and strategies/tactics are used appropriately

COMPETITIVE FORMAT: LOSE-LOSE?

Instructor Slide 26

'Split the Difference' is an example of lose-lose because usually people make compromises on **MAJOR** concessions and can leave 'money on the table'. This scenario means that when finished -- parties are **NOT** satisfied.

- Only untrained players believe it's a good idea to "split the difference"
- 'Split the difference' mentality is usually where parties make major concessions
- No satisfaction is felt and resentment occurs
- If 'compromise' occurs early during the offer/acceptance phase the deal has a higher probability of falling apart later
- Clients may expect the agent to "contribute" since they conceded early on to put the deal together
- It only gets worse from that point forward

PARTNERING FORMAT FOR A WIN-WIN

Instructor Slide 27

Satisfaction is gained / felt in a win-win scenario. Since concessions are made on minor items -- it causes little distress.

- The win/win format generally results in completed transaction where the clients are satisfied and nobody blames you.
- The relationship with the co-broking agent remains intact and any concessions made area generally on minor items only

It is important to realize that the win/win is just a perception, not necessarily a reality. If the clients are happy, then it was a good deal for them.

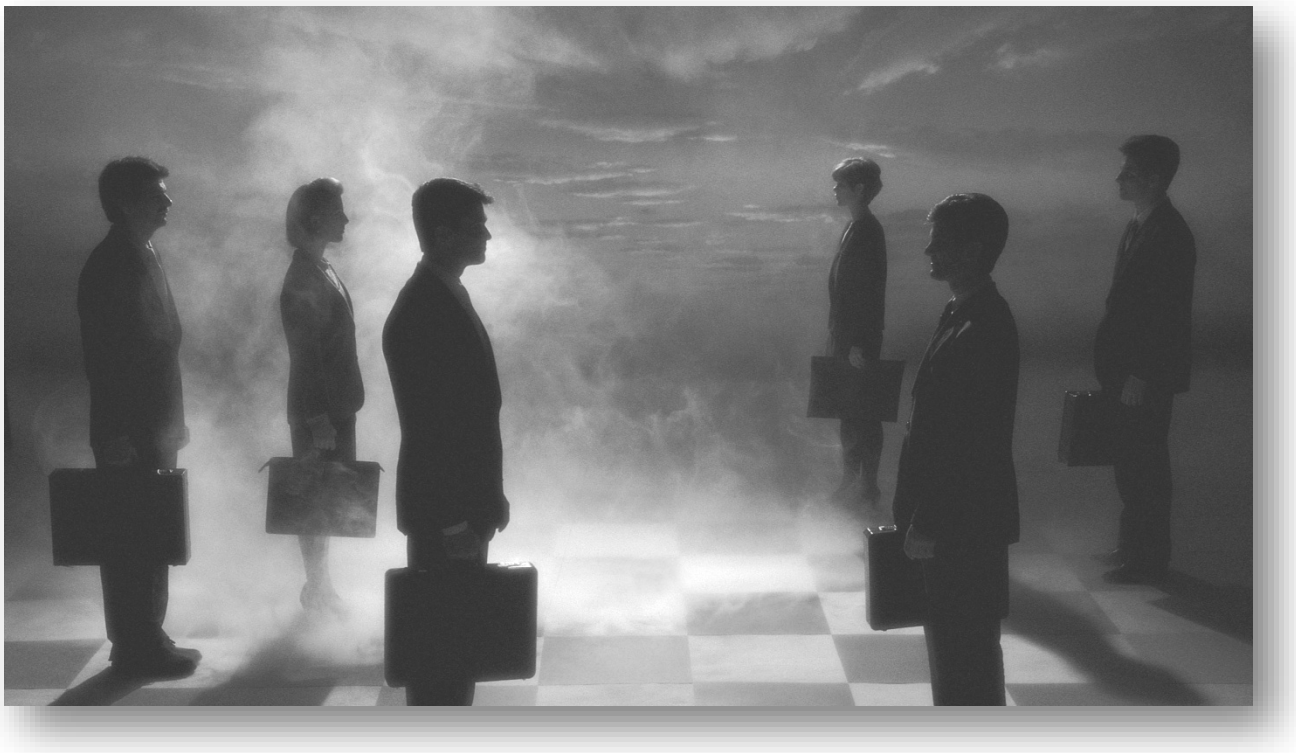
PERSONAL FORMAT

Instructor Slide 28

The psychological aspect of a negotiation hinges on our understanding of the other negotiator and the people involved in the negotiation.

- You must address the personal needs, wants and wishes of the other negotiator.
- The goal is to establish a firm foundation of “collaboration” for a “win-win” result.
- If the EGO is insulted, you may lose the chance to secure the interests of their client.
- Ask questions that can’t be answered with a ‘yes/no’ to get the other negotiator to reveal the interests and needs of their client.
- Probability of success hinges on info about the interests of all parties.

MODULE 4



Types of Negotiators

ROLE OF THE NEGOTIATOR AND THE EGO

IT'S ALL ABOUT THE OTHER NEGOTIATOR

Instructor Slide 30

If they don't know how to pass the baton, it will make for a difficult race!

The reality is that you can't even begin to negotiate price, terms or conditions until you get past the other negotiator.

Knowing their negotiating style, temperament, ego and hot buttons are pivotal to crossing the finish line.

Realize that most people who negotiate have never been trained and don't know how to play the game.

The first step is knowing how you will take fair and ethical advantage for the benefit of your client without irritating or damaging the other negotiator's ego.

RECOGNIZING A SKILLED NEGOTIATOR

Instructor Slide 31

Write down some of the skills / traits / attributes that you think a skilled negotiator possesses:

RECOGNIZING A SKILLED NEGOTIATOR

Instructor Slide 32

Here is a list of some of the skills, traits and attributes of a skilled negotiator:

- Extreme patience; Calm, balanced, organized
- Understands that knowledge is power; Professionally secure
- Sets their ego aside; Not vested in the outcome
- Knows their legal responsibilities and also knows if you know yours
- Is prepared, understands priorities
- Listens and analyzes rather than reacts
- Secures as much info about the parties and situation
- Recognizes the circumstance's statistical probability of success
- Doesn't take this personally

COLLABORATING WITH YOUR OPPONENT

Instructor Slide 33

Collaboration is also a perception. Cultivating a positive relationship with the other negotiator is key.

Once done you can:

- Agree to disagree
- Respect that the other person has a different job/objectives than you do
- Admire a job well done even though you may not have prevailed

Cultivating that relationship takes:

- Time
- Trust -- given and earned
- Skill possessed by both negotiators
- Enough positive experiences together

UNDERSTANDING WHAT THE NEGOTIATOR WANTS

Instructor Slide 34

Whether you like or respect the other player or not, it is critical to create a sustainable positive experience for the other negotiator to secure a competitive advantage for your client.

- Subordinate your ego to attain results
- If the other person is a "legend in their own mind", tact and diplomacy will be required
- You may need to do the other person's job to get the job done
- No matter what the professional abilities of the other party are, certain basic psychological realities are in play

UNDERSTANDING WHAT THE NEGOTIATOR NEEDS

Human nature is consistent -- the other negotiator wants what anyone wants:

Instructor Slide 35

- Results need to have meaning or matter
- Few like surprises or change in forms, procedures, customs
- People want to be trusted and relied upon
- Everyone wants to be listened to without interruption
- Generally people want to be treated nicely and be liked
- Most appreciate and some expect to be “wined and dined”
- People need a good explanation to help defend the request
- Everyone thinks they are honest, fair, kind, ethical, professional and responsible even when they are not
- No one wants to be “caught in a corner” or given ultimatums
- People prefer to avoid future risks or problems when possible
- Most want recognition for results and recognized as successful
- Most prefer to work easier, not harder
- Meet goals without violating integrity

Instructor Slide 36

7 Deadly sins of negotiating

- ✓ **PRIDE:** **be prepared to compromise**
- ✓ **GLUTTONY:** **don't bite off more than you can chew**
- ✓ **ANGER:** **handle objections calmly**
- ✓ **COVETOUSNESS:** **prioritize wants and needs**
- ✓ **ENVY:** **know your competitor's strengths and weaknesses ... AND your own**
- ✓ **SLOTH:** **do your homework**
- ✓ **LUST:** **don't look desperate to settle**

Instructor Slide 37

TIPS FOR NEGOTIATORS

- ✓ **Set your ego aside**
- ✓ **Always remain professional and calm**
- ✓ **Build trust with the other negotiator by under promising and over delivering**
- ✓ **Exceed expectations by meeting dates, deadlines, appointments**
- ✓ **Remain flexible and open to alternate opinions and objectives of others**
- ✓ **Have empathy for the situation of others without compromising goals**
- ✓ **Create focus of joint problem solving**
- ✓ **Listen, listen, listen**
- ✓ **Ask lots of open ended questions requiring more than a 'yes' or 'no'**
- ✓ **Learn everything you can about the situation, the issues and the participants**
- ✓ **Analyze and understand the needs of the parties involved**
- ✓ **Set and prioritize reasonable goals; anticipate responses**

MODULE 5

Yububu

TEAM NEGOTIATION BETWEEN ChemTech & NewGen

ZOPA: ZONE OF POSSIBLE AGREEMENT

Instructor Slide 39

The seller wants to get the maximum amount possible for their proposal, but generally may also set a limit for the least amount they will accept. This is the amount where they draw the line, also known as the '*walk away*' from the deal point.

The buyer, on the other hand, wants to pay the least amount possible, but may consider a higher amount that they might be prepared to pay as well. The maximum amount they are prepared to pay is amount at which they are willing to 'walk *away*' from the deal point.

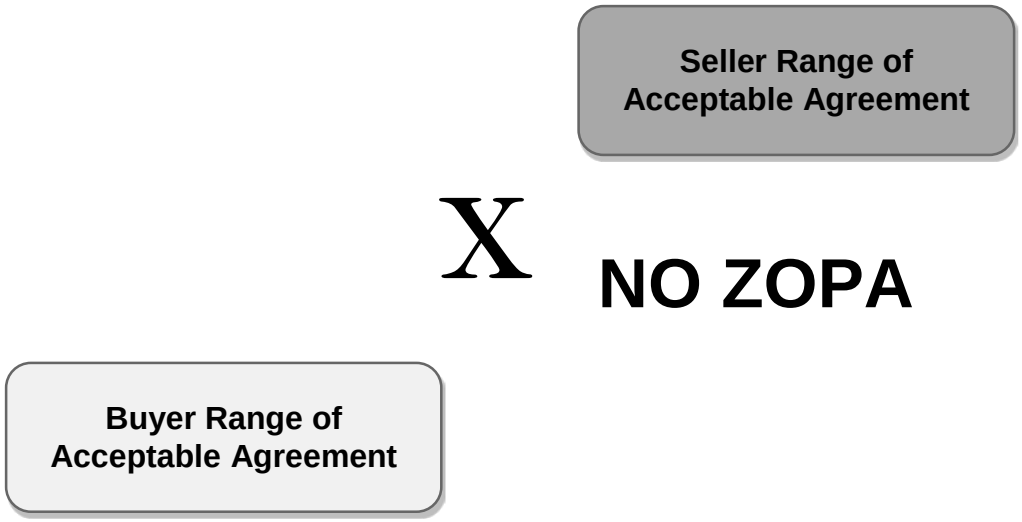
The differences between these respective lows and highs of both the seller and buyer, are their range of expectations. When you have an overlap between these two different ranges, this is known as **ZOPA or the Zone of Possible Agreement**.

Of course, common sense dictates that if there is no overlap in the expectation ranges of the seller and buyer, agreement becomes highly unlikely. Similarly, even where ZOPA exists, the agreement might still not materialize, when the parties are unable to agree. The letter 'P' in ZOPA meaning a possible agreement, will more probably occur, but it's not a definite.

ZOPA: ZONE OF POSSIBLE AGREEMENT

Instructor Slide 40

In real estate, the ZOPA would be areas of possible agreement where the primary interests of one party are not the primary interests of the other.



YUBUBU EXERCISE

Team Negotiation Between ChemTech & NewGen

INSTRUCTIONS:

1. **You must get <u>all</u> the trees.**
2. **Prior to meeting with the owners, you need to speak with your opponent who also wants all the trees.**
3. **You get to figure out the rest!**

MODULE 6

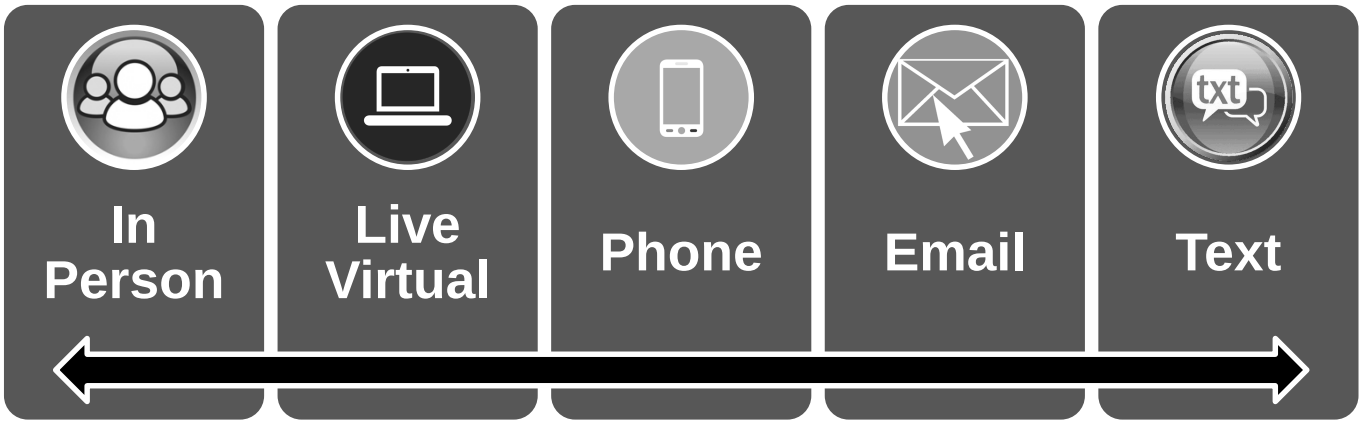
Venues for Negotiations

THE SPECTRUM OF COMMUNICATIONS

COMMUNICATION OPTIONS FOR NEGOTIATIONS

Instructor Slide 46

Not all negotiations take place in person – many of the negotiations that agents do are actually non-live formats where we are using text, email, phone and live-virtual venues for communication. Generational considerations may also determine the communication bias that is used or expected. The agent's job is to be flexible when it comes to communication and to realize that all people do not communicate in the same way and then to communicate in the manner that is comfortable for them.



COMMUNICATION OPTIONS FOR NEGOTIATIONS

Instructor Slide 47

What are some of the benefits and cons of using texting for negotiations?

BENEFITS	CONS

TEXT NEGOTIATIONS

Instructor Slide 48

PROS:

- States what needs to be said.
- Communication between people that are 'familiar'.
- Sets expectations for a quick response.
- Perfect for price counter-offering or minor questions / concessions.
- Should be treated like a 'verbal' conversation.

CONS:

- Auto-correct can dramatically alter the message or intent. Re-read messages before sending.
- Can prompt a reaction rather than a thoughtful consideration.
- Can completely be misunderstood if the message is subtle or detailed.
- Can be interpreted as a binding action or commitment on behalf of the client.

COMMUNICATION OPTIONS FOR NEGOTIATIONS

What are some of the benefits and cons of using email for negotiations?

BENEFITS	CONS

EMAIL NEGOTIATIONS

Instructor Slide 50

PROS:

- Email 'signatures' can serve as an introduction and set expectations
- Provide insight into writing skills, organization and attention to detail
- Is a written record and keeps all parties informed and on same page
- Great to restate conversations and text exchanges for liability reasons
- Gives parties time to digest info, but be careful not to react too quickly

CONS:

- Pay attention -- the other negotiator may be hiding behind the emails and be uncomfortable negotiating their position in person
- You can't take advantage of body language and auditory clues
- Never assume that emails are private since they could be shared and people can be blind copied

COMMUNICATION OPTIONS FOR NEGOTIATIONS

What are some of the benefits and cons of using the phone for negotiations?

BENEFITS	CONS

PHONE NEGOTIATIONS

Instructor Slide 52

PROS:

- Stand if possible; make sure you have a good phone connection
- Small talk may be part of the entre so be patient
- Take notes and confirm key discussion point via email
- Ask most important questions first, take notes, ask questions that require explanation then leverage info received later
- Use noises

CONS:

- Don't get caught by surprise. If you are not prepared to talk then ask for a better time.
- Can't read the body language
- May be cut off before all questions asked
- Other person may avoid calls
- if emotions escalate -- don't yell back

NEUTRALIZING ANGER

Instructor Slide 53

Sometimes people emotionally derail, but don't assume that you or the situation have caused it. There are times when people didn't get enough sleep or there has been an issue on the home front with kids, parents or significant others – so many things could have impacted the other negotiator where life has gotten in the way.

Rather than react – just try to give the benefit of the doubt and attempt to derail the assault – even if you have had a less than great relationship in the past.

Here are a variety of "responses' that can disconnect the negative reaction and break the chain of verbal abuse.

- "I sense you're upset" …
- "Are you mad at me or just angry?"
- "Are you having a really bad day today? This is not like you."
- Drop the phone and let the person run out of steam
- If it's an email – don't respond right away, if at all
- Call a 'time out' and state that everyone should connect at a better time
- Provide an opportunity for everyone to 'walk back' and save face by stating that although the last encounter wasn't entirely productive, you are willing to move forward

MODULE 7

Bargaining Strategies

TACTICS, TOOLS, TECHNIQUES OF LIVE AND LIVE-VIRTUAL NEGOTIATIONS

BATNA

Instructor Slide 55-56

BATNA -- Best Alternative to a Negotiated Agreement

- Helps us realize that representing clients requires us to help them ***understand and assess the edges of their objectives*** in a transaction negotiation.
- In order for us to negotiate on their behalf, we need to know at what price (higher for a seller and lower for a buyer) they no longer want the transaction and what needs to stay or go for that price.
- Once the edges of the objectives are clearly identified by the client, the negotiator can assess the range of play options available to bargain

BATNA example from the movies:

- Movie: "Just Go With It", 2011
- **https://www.youtube.com/watch?v=BAj2j26kuzo**

BATNA PROCESS TO ASSESS OPTIONS

Instructor Slide 57

Source: www.pon.harvard.edu/publications/

According to the Harvard Law School's Negotiation Program, trained negotiators should:

1. **List your alternatives**. Think about all the alternatives available to you if the current negotiation ends in an impasse. What are your no-deal options?

2. **Evaluate your alternatives**. Examine each option and calculate the value of pursuing each one.

3. **Establish your BATNA.** Choose a course of action that would have the highest expected value for you. This is your BATNA—the course you should pursue if the current negotiation fails.

4. **Calculate your reservation value**. Now that you know your BATNA, calculate your ***reservation value***—the lowest-valued deal you are willing to accept. If the value of the deal proposed to you is lower than your reservation value, you'll be better off rejecting the offer and pursuing your BATNA. If the final offer is higher than your reservation value, you should accept it.

3 BARGAINING FORMATS

Instructor Slide 58

There are 3 types of bargaining formats:

Positional Bargaining

- Competitive stances demonstrated as demanding
- *Win/Lose; Lose/Win and Lose-Lose*

Value Negotiating

- Cooperative stance uses partnering for a win/win without compromising a client's needs or wants

Hypothetical Bargaining

- Exploratory exercise with other negotiator that does not commit anyone but tests attitudes, possibilities and 'bright lines'
- "What if"; "If/then" and "Wondering" concepts used to find creative options

Which format is best for your big 'fight'?

3 BARGAINING FORMATS

Instructor Slide 59

There are many options in the bargaining phase of the negotiation, but it is important to realize that more often than not:

- Novice and untrained agents use the positional bargaining format which is a competitive stance.
- The value negotiating format and the hypothetical bargaining formats are where the trained negotiators play.
- These two formats appear more collaborative but in reality they are just creative ways to explore where the edges of the other party's position really is.

DUMB THINGS PEOPLE SAY DURING A NEGOTIATION

Instructor Slide 60

- I told the buyers that offer wouldn't work!
- I can't give you a deal, but my broker can!
- Here's the offer, but they'll go higher
- The buyers really, really love it
- I can do better than that
- They need to buy/sell today
- They are really desperate
- They have already purchased a property

POWER PLAY STRATEGIES

Instructor Slide 61

Power Play Strategies are the 'playing conditions' of a negotiation which can psychologically neutralize a negotiation or a negotiator.

- They can be used in conjunction with tactics -- both verbal and non-verbal
- You don't use all of them at once or even in the same negotiation
- Market conditions may affect your choices of which strategies you use

THE MAIN POWER PLAY STRATEGIES

Instructor Slide 62

Competition

- Perception that the product or services are similar and interchangeable

Legitimacy

- Perception that the Law, Rule, Price, Policy, Market Condition is non-negotiable

Expertise

- Inherent respect or recognition for a Title, Degree, Designation, Experience level earned or awarded

Persuasiveness

- Agreement or understanding of the reasons, rationale, position, perspective of one party to justify a stance

Time

- Recognition that time can either be our friend or enemy working for or against us

IMPORTANCE OF THE POWER PLAY STRATEGIES

Instructor Slide 63

In any negotiation, you need to know if the market conditions are with you or against you. The importance of the power play strategies is to know whether or not you have the power of these perceptions on your side.

On Your Side

No need to use that power offensively

Not On Your Side

Only used defensively to neutralize the power of the other negotiator

TACTICS

Instructor Slide 64

Tactics are selectively chosen to change the conditions on the playing field.

- Tactics are used in conjunction with or to counteract the Power Play Strategies
- These additional tools secure items, concessions, terms and conditions that will benefit your client's position
- They are not all used at the same time
- Certain situations will be enhanced using a specific tactic while others will not

TACTICS & TECHNIQUES

Instructor Slide 65

- Silence
- The Flinch
- Framing
- Trade-Offs/Nibbling
- Considered Response
- Say 'NO' once more
- Walk Away/Walk Back
- Limited Authority
- Unbundling
- Final Offer
- Crunch
- Cookies / Throw Aways
- Dumping
- Time Invested
- Attitude
- Sounds
- Body Language
- Mirroring
- Positioning

TACTICS & COUNTERS

Instructor Slide 66

Tactic	Definition	Counter
Silence	Personifies a statement/point; the first to speak loses	Patience & don't speak
The Flinch	Knee jerk reaction signifying horror, disgust, chagrin	Don't react & just restate your position
Framing	Creates an illusion of what to expect. There is a reverse Frame as well.	Focus solely upon the value that separates the parties (re-frame)
Trade-Offs & Nibbling	Creative way to trade items of seemingly no importance for items of value after the deal has already been negotiated	Ask for something in return
Considered Response	Adds value to the item being requested if other party believes you need time to think	Patience for a response
Say 'NO' Once More	'No' may just mean 'not right now'; persistence in resubmitting the same offer	Be polite and let them know that it is always worth another try
Walk Away/Walk Back	Attempts to create an urgency to negotiate deeper or lose the deal	Let them walk away; leave the door open for their return or re-open negotiations with a new piece of info.

TACTICS & COUNTERS

Instructor Slide 67-68

Tactic	Definition	Counter
Limited Authority	Benefit of not being decision maker; allows ability to blame on decision maker	Reinforce that no decisions are yours and you must secure direction from client
Unbundling	Negotiating one minor item at a time rather than displaying all items requested	Insist you hear the entire request including all parts
Bottom Line / Final Offer	Presumes that you will provide your bottom line so as not to waste time	Never respond to request. Instead, have them make their top dollar proposal
Crunch	Never reveals that there is competition and then asks if you can do better than that	Anticipate the statement, restate your position and punctuate with 'silence'
Cookies / Throw-Aways	Loading an offer strategically (needs 1st, wants 2nd, wishes last) so that you know what to give or hold (depending on the market environment) and then trade for money or time	Know the value of what is being traded and secure more of what your client wants
Dumping	Reasons for why the offer was not what you asked	Know the difference between important items versus red herrings
Time Invested	Presumes the longer people are invested in the process, the more they will want it to work	Hours in a Seller's Market = days or weeks in a Buyer's Market, so use time wisely

Negotiations in the Movies:

- Working the negotiator with tactics
- "Pirates of the Caribbean
- https://www.youtube.com/watch?v=xjQ5OomkVpg

MODULE 8

Sounds

MORE TECHNIQUES

SOUNDS THAT SIGNAL

Instructor Slide 70

The use of sounds is an amazing technique.

- They are used to disarm the negotiator (or any person making the request / statement) and those sounds signal a variety of reactions.
- They can be used in person, combined with a body reaction, or they can be used over the phone with equal success.
- The sounds are a subtle indicator that make the person suggesting the request question whether or not it is a good idea.
- Sounds can imply that the other party should reconsider, retract and/or amend their request. Very effective when used selectively and appropriately.

- ✓ **oh?**
- ✓ **Uh-oh!**
- ✓ **Oooooo**
- ✓ **Uuuuusch**
- ✓ **Mmmmm**
- ✓ **Ahhh**
- ✓ **Really**
- ✓ **Seriously**

MODULE 9

Non-Verbal Communication

ADDITIONAL TECHNIQUES FOR LIVE & LIVE VIRTUAL

NON-VERBAL COMMUNICATION

Instructor Slide 72-73

Would you like to know when a prospect is ready to buy even before he or she does? Would it be of value to read a handshake, understand what a client's posture has to say, or demonstrate your own personal authority without saying a word? Could you increase sales through a better understanding of nonverbal communication? **The answer is yes, absolutely yes!**

Nonverbal communication is more than reading and interpreting body language.

- It accounts for more than half of the meaning in any face to face encounter.
- To make sales, control an agenda, or understand a prospect or client, you can't afford to leave half the meaning to chance.

IMPORTANCE OF NON-VERBAL COMMUNICATION

The importance of non-verbal communication is real since 65% of what is not said can tell more than the 35% that is being said.

- Often conveys more info than verbal communication
- Usually believed over verbal communication
- Primary means of communicating emotion
- People have a harder time controlling nonverbal signals
- More readily available face-to-face but is available online (emoticons, caps, etc.)
- Available by phone (tone of voice, speed, pitch)
- People are highly sensitive to nonverbal emotional behavior, specifically facial expressions

TYPES OF NON-VERBAL COMMUNICATION

Instructor Slide 74

Non-verbal communication takes many formats – when you remove the words some indicators to watch/listen to are:

Ways of Talking	Are there pauses for emphasis? Are certain words stressed more than others that are uncharacteristic?
Posture	Is the person slouching or standing straight? Posture can signal confidence or defeat.
Appearance	Manner of dress speaks volumes. Whether the person is dressed formally or casually is not the point (unless the attire is completely inappropriate for the event which can signal maverick or rebel) – but are they untidy which can signal disorganized or are they completely appointed which can mean they are fastidious in every way.
Head Movements	Is the head movement in concert with the words that are spoken or are they opposite?
Hand Movements	These can signal whether or not someone is comfortable or closed. For example, the wringing of the hands can signal agitation and/or stress.
Eye Movements	Is there eye contact at all or is the person avoiding contact because of what the eyes reveal? Blinking, winking, staring, etc. all convey different things about the state of mind of the individual.
Facial Expressions	Usually pretty straight forward. Few individuals can maintain the 'poker face' and hide what the face can generally reveal.
Body Contact	Touching can be either subtle or overt, but body closeness is another consideration. The 'arm's length transaction' refers to body proximity which is about 2 arm lengths from the other party -- which can represent someone's comfort zone. When someone stands closer, some may feel very uncomfortable, perceiving the other to be invading their personal space or comfort zone.
Sounds	These have already been addressed, but have a huge impact in revealing how someone feels or what someone really means.

SENDING SIGNALS

Instructor Slide 75

Although the individual body parts are important, it is really the entire body that tells the story. It can often signal things that the negotiator never wanted to reveal.

While body parts can indicate how someone is feeling, it is not the entire story -- just an indicators.

How the body parts are positioned can indicate a variety of emotions that are contrary to the words being said.

The skilled negotiator is a keen observer of the volumes of non-verbal clues being offered.

EYE MOVEMENTS

Instructor Slide 76-77

- **Looking Right:** guessing, storytelling, creating
- **Looking Left:** recalling, retrieving facts
- **Up to Right:** visual imagining
- **Up to Left:** recalling images
- **Right Side:** imagining sounds
- **Left Side:** remembering sounds
- **Right Down:** accessing feelings
- **Left Down:** rationalizing, self-talk
- **Wide Eye:** appeal, interest
- **Rubbing Eyes:** disbelief, tired, upset
- **Rolling Eyes:** frustration
- **Blinking:** excitement, pressure
- **Eyebrow Flash, Raise:** recognition
- **Direct Eye Contact Talking:** honesty or faked honesty
- **Direct Eye Contact Listening:** interest, attentiveness

FACIAL EXPRESSIONS

- **Pasted smile:** fake
- **Tight Lipped smile:** withheld feelings
- **Twisted smile:** sarcasm, mixed feelings
- **Smile & head tilt looking up:** coy, playful
- **Bottom lip jutting out:** upset
- **Forced laughter:** nervousness, cooperation
- **Biting lip and nail biting:** tension, frustration
- **Teeth grinding:** tension, suppression
- **Chewing gum:** tension, suppression
- **Smoking/Chewing pen:** self-comfort
- **Pursing lips:** thoughtfulness or upset
- **Hand over mouth:** hold back, suppression

HEAD MOVEMENTS

Instructor Slide 78-79

- **Head nodding:** agreement
- **Slow head nod**: attentive listening
- **Fast head nod:** impatience
- **Head held up:** alertness, neutral
- **Head held high:** superiority, arrogance
- **Head tilted:** thoughtfulness
- **Head forward:** interest
- **Head tilted down:** criticism
- **Head shaking:** disagreement
- **Head down in response:** negative, disinterested
- **Head down when performing:** defeat
- **Chin up:** pride, defiance

ARM / HAND POSITIONS

- **Crossed arms:** defensive, reluctance
- **Clenched fists:** hostile
- **Gripping upper arm:** insecurity
- **One arm across body clasping other arm:** nervousness
- **Adjusting cuff:** nervousness
- **Front and rear fig leaf:** nervousness
- **Any arm crossing body:** nervousness

HAND MOVEMENTS / GESTURES

Instructor Slide 80-81

- **Palm open:** honest, open
- **Palm up, fingers up:** defensive, instruction to stop
- **Palm down:** strength, dominance
- **Palms up weighing:** seeking answer
- **Finger point:** emphasis, aggressive
- **Point and wink**: confirmation
- **Finger in air:** emphasis
- **Wagging:** warning
- **Steepling:** pensive, contemplative
- **Thumbs up/down:** agree/disagree
- **Touching nose:** lying/doubt
- **Pinching bridge:** negative evaluation
- **Ear tug:** indecision
- **Stroking chin:** thoughtfulness
- **Neck scratching:** doubt, disbelief
- **Wringing:** frustration
- **Hands on hips:** confidence, readiness
- **Removing glasses:** preparing to speak

HANDSHAKE

- **Handshake palm down:** dominance
- **Handshake palm up:** accommodate
- **2 hand shake:** honesty, trustworthy
- **Equal vertical:** non-threatening
- **Pumping:** enthusiasm
- **Weak:** weak, not assertive
- **Firm:** confidence
- **Arm clasp:** seeking control, paternalism

LEG MOVEMENTS / POSITIONING

Instructor Slide 82

- **Leg/toe direction:** attentiveness
- **Uncrossed:** open
- **Parallel:** proper
- **Crossed**: caution
- **Figure 4 leg cross:** independent, stubborn
- **Same with hand clamp:** resistant
- **Open (males):** combative; sexual posturing
- **Splayed legs standing**: ready for action
- **Legs intertwined:** insecure
- **Knees buckled standing:** under pressure
- **Foot forward standing:** directed toward dominant group members
- **Rapid foot movement:** nervous, hiding

MODULE 10

Positioning

STRENGTHS & WEAKNESSESS

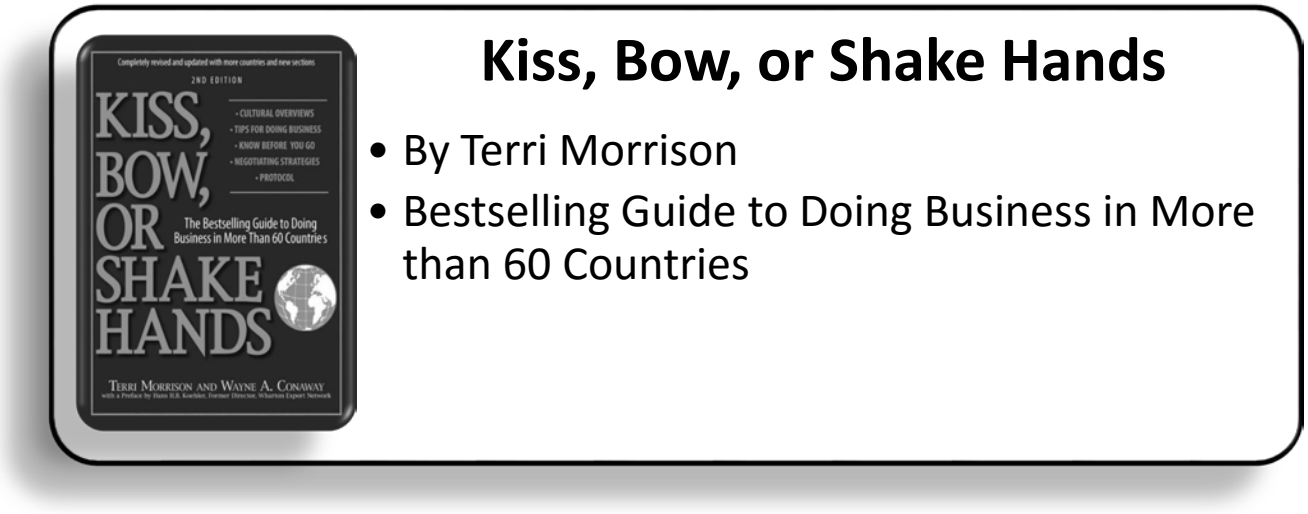
CULTURAL ADJUSTMENTS

Instructor Slide 84-85

Although you should never predetermine how a person within a culture will absolutely react, there are certain things to consider before entering into negotiations.

- Genders may not be viewed or treated as “equal” so never bring your bias to the table.
- Different cultures may have different expectations of bartering, length and process of negotiations or even when a negotiation starts.
- Business negotiations could begin before business is even brought up or discussed – it could begin at the presentation of a business card or even seating at a table.
- Dress, drink and food can play a pivotal role so do some research before jumping in and making any assumptions.

References on Cultural Impacts to Negotiations



POSITIONING BASICS -- EVERY PLAYER HAS A POSITION

Instructor Slide 86-87

Whenever possible it is best to meet at the office but sometimes a 'home visit' is required.

- Generational implications can effect dedicated positions in a family living spaces
- In Senior families had specific places at the dining table – rather than sit, wait until you are placed
- Boomers may or may not have had specific seating arrangements but she should be the focus of your attention
- GenX/Y may be more relaxed but courtesy alone require that you wait until placed.

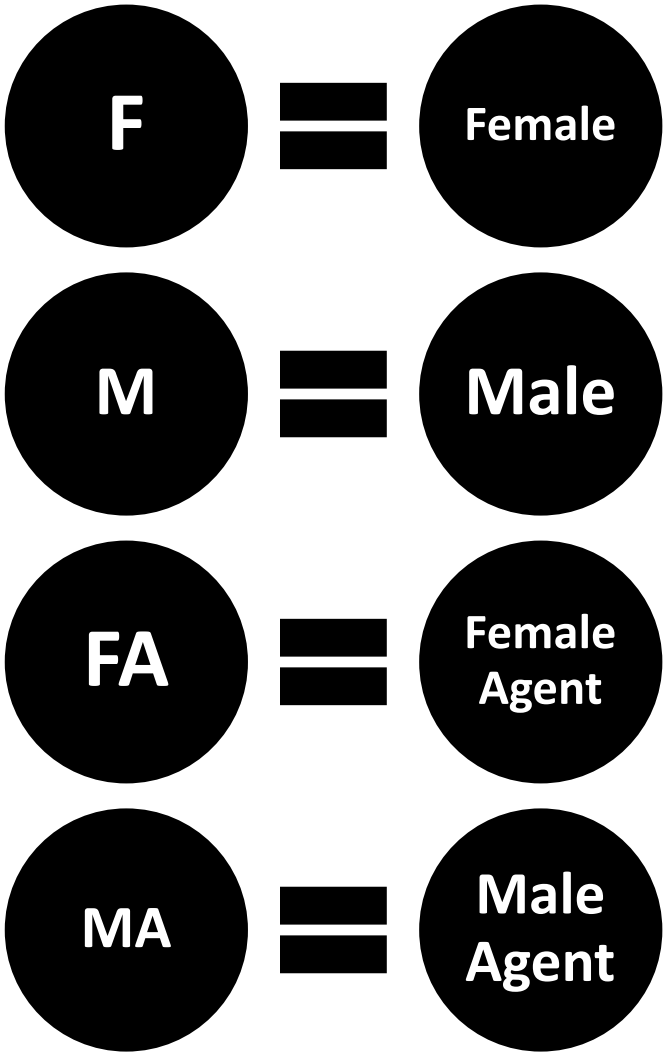
GENDER AND POSITIONING

Some people may consider this silly, but rest assured, this is very real. No matter what the makeup of the couple, unintentional mirroring of the wrong party can undermine negotiations and rapport-building.

- Framing or Mirroring is the concept
- Female agents align physically with female consumer
- Male agents align physically with male consumer
- Aligning or mirroring your body with the opposite gender can be construed as an intrusion and will undermine rapport
- Proximity of closeness is also another consideration since personal space needs to be respected

Instructor Slide 88

KEY



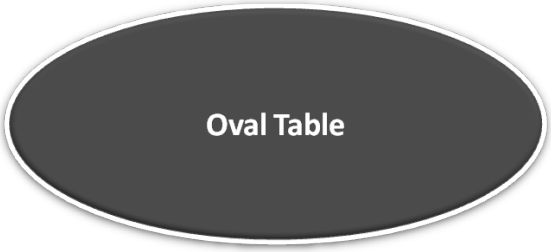
Instructor Slide 89

Rank the table styles for best positioning possibilities

1 = Best & 4 = Worst

_____

_____



_____

_____

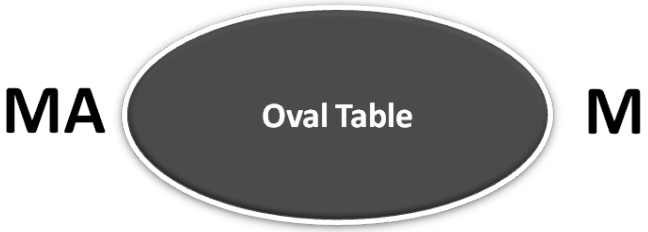
SAME GENDER

Instructor Slide 91

Rate the Positioning

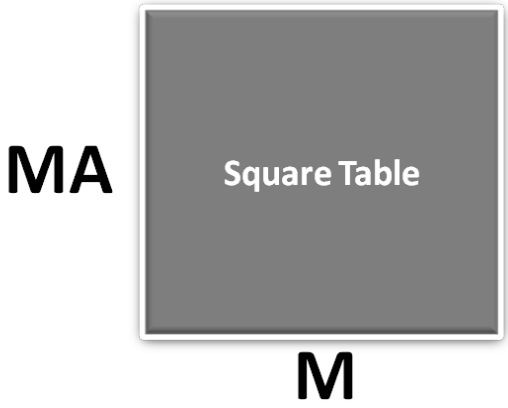
1 = Best & 4 = Worst

_____



_____

_____



_____

Cooperative? Combative? Neutral?

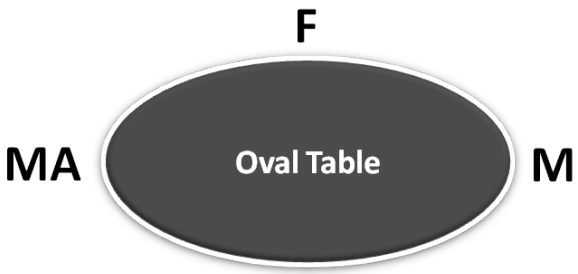
F = Female; FA = Female Agent; M = Male; MA = Male Agent

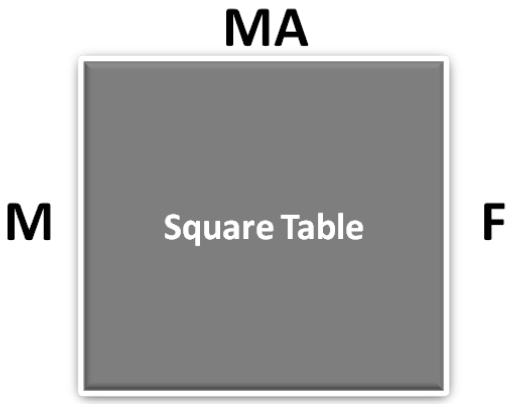
Instructor Slide 93

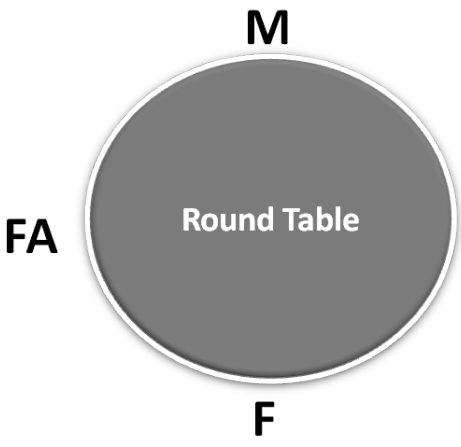
Rate the Positioning

Cooperative, Combative, Neutral

F = Female; FA = Female Agent; M = Male; MA = Male Agent







MODULE 11

How to Break a Tie

ISSUES OF DEADLOCK

DEADLOCK

Instructor Slide 96

Some offers are DOA – dead on arrival from the onset – since the parties may not be serious or motivated.

Deadlock is a different scenario – the desire to consummate the transaction is there but other emotional factors interfere with attaining the objective. Issues that can create deadlock are:

- When parties can't envision a win/win outcome
- It can be an emotional response to a demanding position or unyielding personality
- Can occur if negotiators haven't 'framed' the negotiation properly
- Will occur when one party walks away or issues a "take it or leave it" ultimatum
- May indicate an unmotivated party
- Tempers and egos are usually involved
- One of more negotiators lack creative solutions

WAYS TO MOVE FROM DEADLOCK

Instructor Slide 97

For any number of reasons a deal can ‘deadlock’ – but that doesn’t have to be forever for a skilled negotiator. Sometimes NO just means, ' not right now'. Here are a variety of options to try when your deal gets stuck or when all parties consider that it is over. These are to be used after the deal dies and depending on the market conditions that can mean days (in a seller’s market) or weeks (in a buyer's market) as a rough example.

- Take a “Time-Out”
- Bring in some new information to restart the conversation
- Re-establish common ground on a personal level with the other negotiator by change to rebuild rapport
- Change the Negotiator – ‘Good Cop/Bad Cop”
- Change Level or status of the negotiator
- Change the location venue
- Change the “shape” of risk
- Adjust Minor Concessions
- Use ‘Hypothetical’ bargaining techniques to explore alternatives

HYPOTHETICAL BARGAINING

Instructor Slide 98

So how can “hypothetical bargaining” actually help? The great thing about this format, and why it is so effective for this type of situation, is that the negotiators can ‘review’ what happened and try to explore other options had their clients chosen a different path. It really is playing the “what if” game and it doesn’t commit anyone to any particular path. The next time you find your deal stuck – this might be an option that you want to consider!

- This format of bargaining allows the negotiators to revisit the terms and conditions of the negotiation in a hypothetical way
- A powerful exploratory exercise with the other negotiator that does not commit anyone but tests attitudes, possibilities and the identification of ‘bright lines’
- Utilizes the concepts of “What if”; “If/then” and “Wondering” to find creative options
- Example –
    - I know your clients were set on this term but what if we did this ____, would they reconsider that?

Instructor Slide 99

TIPS

- ✓ Study the other negotiator and satisfy hot-buttons
- ✓ Listen for the 'Story' without interruption
- ✓ The most important information is given before someone stops talking
- ✓ Take notes
- ✓ Challenge all facts
- ✓ Don't be afraid to negotiate great differences
- ✓ Know the value of 'Time'
- ✓ There is no substitute for good planning
- ✓ Look for a good outcome for all parties, but a better one for your client
- ✓ Uncover needs and motivations of the parties

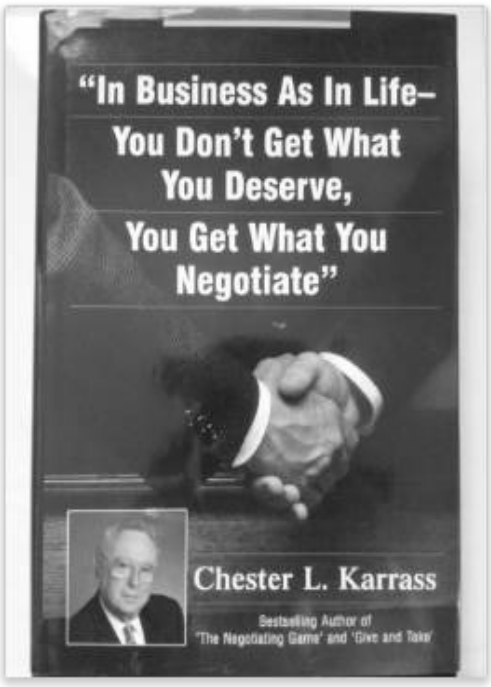
Instructor Slide 100

Study your plays for the next big game!

✓ Read the: Negotiation Journal

- Quarterly publication
- Committed to the development of better strategies for resolving differences through the give-and-take process of negotiation
- Reputation as an invaluable international resource for anyone interested in the practice and analysis of negotiation, mediation, and conflict resolution
- To learn more or subscribe, visit: www.pon.harvard.edu/publications/

Instructor Slide 101



In Business As in Life, You Don't Get What You Deserve, You Get What You Negotiate Hardcover – June 1, 1996

by Chester L. Karrass (Author)

★★★★½ ▾ 15 customer reviews

ISBN-13: 978-0965227490 | ISBN-10: 0965227499 | Edition: d

NEGOTIATIONS IN MOVIES

Instructor Slide 102

For fun and more!

- Seinfeld – Kramer's 25% negotiation
    - https://www.youtube.com/watch?v=7NK5Uo0tSBg
- Erin Brockovich – Lame offer
    - https://www.youtube.com/watch?v=BGX4nMrnxg0
- Monty Python – Life of Brian – Haggle Scene
    - https://www.youtube.com/watch?v=u75XQdTxZRc
- The Fifth Element – the Negotiator
    - https://www.youtube.com/watch?v=9TyxxLHfBwE
- Steve Jobs – We're not negotiating
    - https://www.youtube.com/watch?v=tF0inVRgt14
- Intolerable Cruelty – This is just a negotiation
    - https://www.youtube.com/watch?v=w1EhS9BmQRw
- Wedding Crashers – Mediating the divorce (salty language but great example)
    - https://www.youtube.com/watch?v=LJahwN_dKb4
- The Negotiation Process – Funny Real Estate Clip
    - https://youtu.be/HPs_hMo5Hyk

NEGOTIATION INSTRUCTIONAL VIDEOS

Instructor Slide 103

- Stanford Graduate School of Business
    - https://www.youtube.com/watch?v=rCmvMDrCWjs
- Alan McCarthy's Top Ten Tips
    - https://www.youtube.com/watch?v=oy0MD2nsZVs
- Negotiation Tutorial Role Play – Lynda.com
    - https://www.youtube.com/watch?v=BA0DParCiww
- Negotiation Strategies/Tactics – Brian Tracy; High Performance Leadership
    - https://www.youtube.com/watch?v=O0eniBUBgD0
- Kellogg School of Management – Northwestern University
    - https://www.youtube.com/watch?v=bMWLimhNfTI

DAY 2

Instructor Slide 104

Advanced Field Negotiations

Putting the Power Tools INTO ACTION

JEOPARDY GAME

NOTE: The "Jeopardy Game" is an in-class group exercise facilitated by the instructor. It is a review of some of the tools, strategies and tactics of yesterday. As such, the game board is not included.

PUTTING THE TACTICS / TECHNIQUES INTO ACTION

Instructor Slide 123

Understanding the tactics, techniques and power tools is one thing, but learning how to recognize them being done and using them effectively requires practice.

Time to have some fun with our field scenario negotiations!

OBSERVER'S SCORECARD

Instructor Slide 124-125

The "Observer's Scorecard" is a hand-out that will be distributed by the instructor.

Instructions:

- **One person on each team will be assigned as the "negotiator".**
- **The others will observe and identify which tactics/techniques were used by their team negotiator.**

FORMAT FOR FIELD SCENARIOS

Instructor Slide 126

TEAMS

- 3 per team / 3 scenarios
- 4 per team / 4 scenarios

ON EACH TEAM

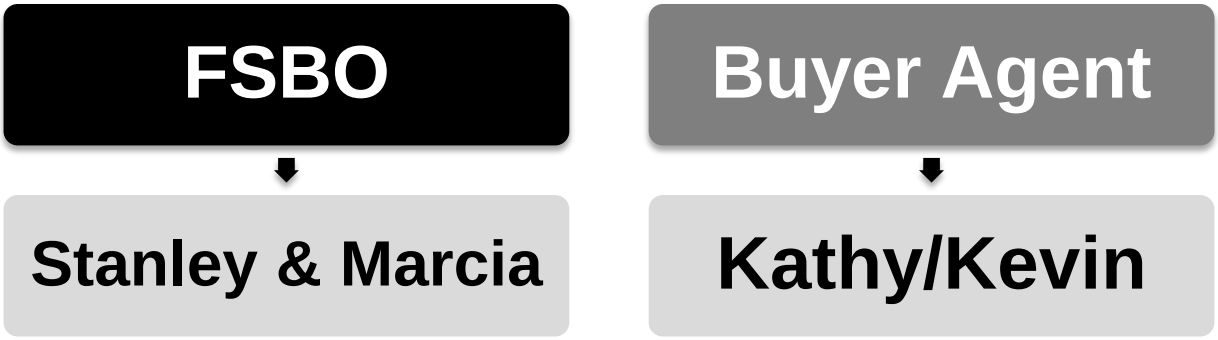
- One is team negotiator
- Others are observers with Score Cards identifying which tactics/techniques are being used
- One is team reporter/debriefer

- All parties will rotate for each field scenario
- Prior to each negotiation the team will "huddle" to create a strategy
- During the negotiation the team can break to re-huddle if desired
- The objective is to:
  - get the deal done, and
  - understand how to use the tactics, power tools and techniques and explore their effects
- **STAY IN** Character

FIELD SCENARIO #1: FSBO & Buyer Agent

Instructor Slide 128

Scenario Fact Pattern – 1



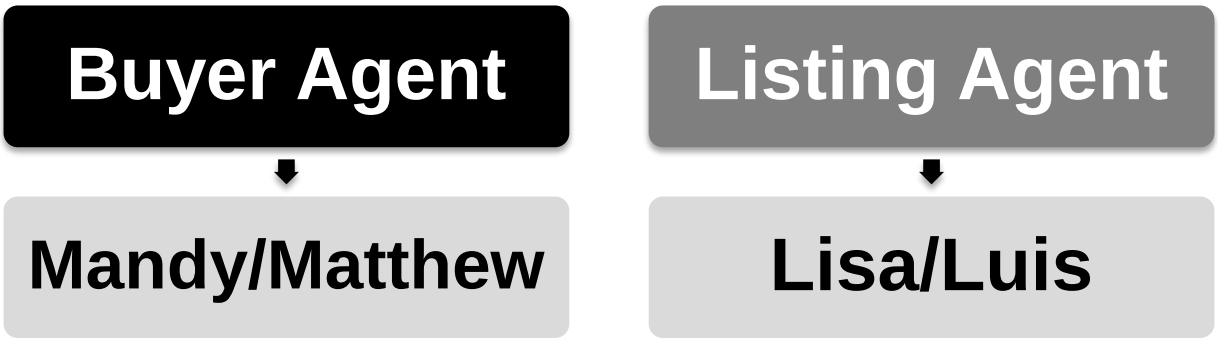
- Seller's Market
- In Person with FSBOs
- Cape Cod Colonial Style home with no mortgage balance
- Listed at $195,000 in a Seller's Market
- Property and mechanicals well maintained
- Interior is a throw-back to the 70's and 80's, but everything else is in pristine condition

This is a group exercise. The applicable handouts (Profile, Backstory, Scorecard) will be distributed by the Instructor. Those materials are not included as part of the Student Manual since they are copyrighted and proprietary and cannot be replicated or used outside of the RENE course offering.

FIELD SCENARIO #2: Seasoned Agent & New Agent

Instructor Slide 134

Scenario Fact Pattern – 2



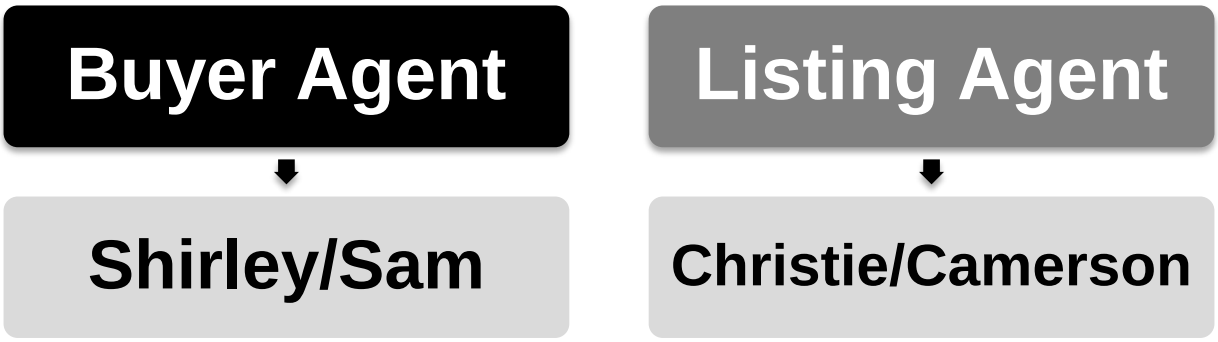
- Seller's Market
- No other offers on the table
- Email or phone negotiation for the Inspection Phase
- Offer successfully negotiated at $325,000
  - 30% down-payment
  - Convention Loan
  - Seller's Paying Closing Costs
- Buyers are pre-approved with a mortgage contingency and gift funds for 10% of the down-payment, subject to satisfactory property inspection for radon and termite
- Property has gas heat, gas hot water, city water and sewer
- Property was built in 1967
- Seller Property Condition discloses two (2) layers on the roof which was done in 2000; new gas furnace in 2010; new hot water tank in 2008; updated kitchen in 1995 with newer cabinets and granite counters
- Contract included all appliances (which were newer and in good working order); light fixtures; paddle fans and window fixtures

This is a group exercise. The applicable handouts (Profile, Backstory, Scorecard) will be distributed by the Instructor. Those materials are not included as part of the Student Manual since they are copyrighted and proprietary and cannot be replicated or used outside of the RENE course offering.

FIELD SCENARIO #3: Two Seasoned Agents

Instructor Slide 140

Scenario Fact Pattern – 3



- Phone and / or In-Person Negotiation
- Put Transaction together
- Buyer's Market
- Lots of inventory in the price range of $1M - $1.5M
- Buyer pool at this price point is VERY limited
- After being on the market for over 122 days, the property at 123 Marigold Way was recently reduced to $1.1M after a recent price adjustment of $150K
- Build in 1990
- The property condition form has disclosed original mechanicals all in working order, but:
  - Pool needs a new liner
  - Roof leaking into the second floor bedroom near the attached garage
- Upstairs guest bath is seriously dated
- Wallpaper in all of the upstairs bedrooms
- Kitchen recently remodeled with new appliances and concrete counters
- Other rooms – although in great condition – are dated
- Driveway is original and in need of attention
- Landscaping professionally maintained

This is a group exercise. The applicable handouts (Profile, Backstory, Scorecard) will be distributed by the Instructor. Those materials are not included as part of the Student Manual since they are copyrighted and proprietary and cannot be replicated or used outside of the RENE course offering.

PROFESSIONAL DEVELOPMENT

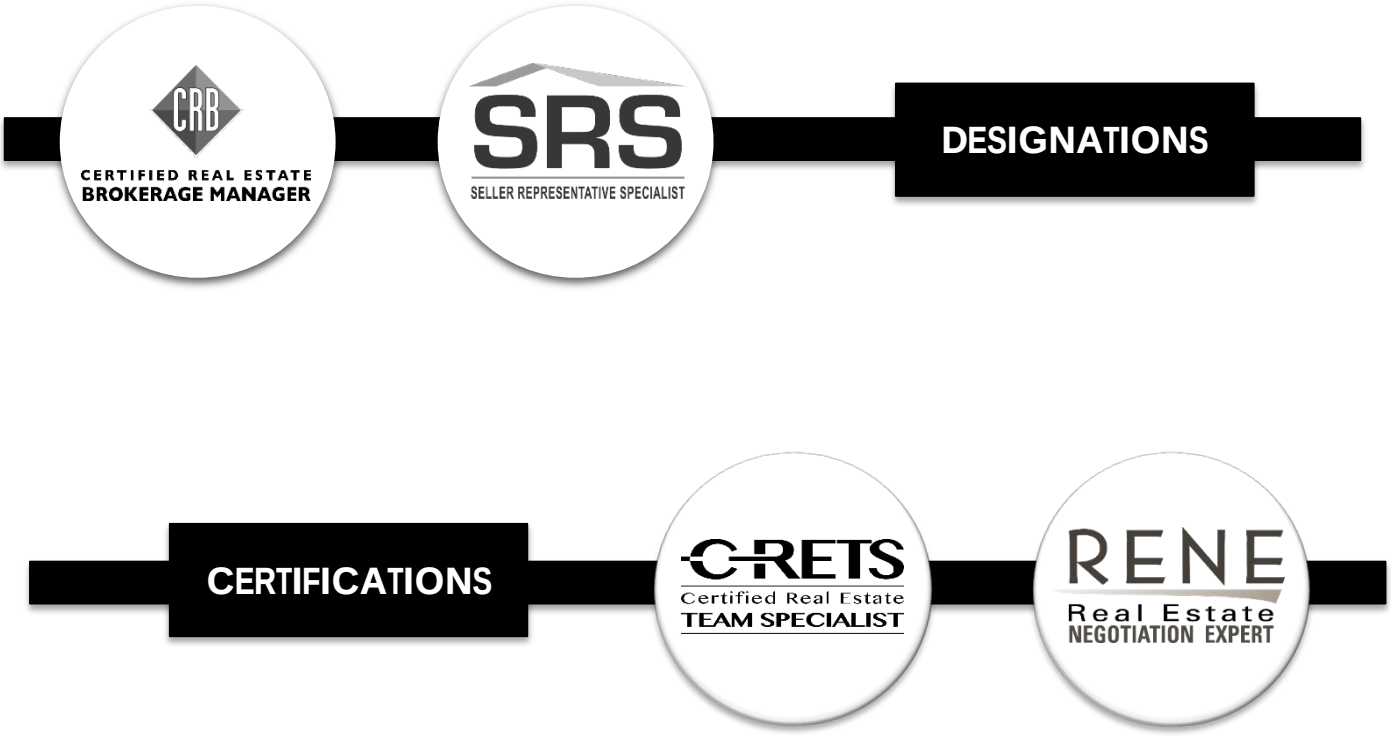
It is critically important for you to have quality on-going professional development. The REALTOR® family of certifications and designations is the best place to start.

You can learn more at www.REALTOR.org and click on the "Education" tab at the top and then "Designations & Certifications" from the drop-down menu.

The Real Estate Business Institute (REBI) is an affiliate of the National Association of Realtors® (formerly the Council of Real Estate Brokerage Managers). Our designations and certifications are rooted in exceptional learning experiences with practical course content to improve business operations, impact profitability and raise the bar on professional development – for agents, brokers, managers, and team leaders.

Our portfolio of credentials

The Institute's commitment to professional development is further reflected in the credentials we confer to qualified real estate professionals demonstrating experience and expertise in select real estate disciplines.



Learn more at www.rebinstitute.com

THE RENE CERTIFICATION – NEXT STEPS

Thank you for attending the RENE Certification Course!

After successfully completing the 2-day RENE Certification Course, you qualify for certification!

Your Next Steps for Certification

- Submit the Certification Application (copy on the last page of this Workbook and also on the REBI website under the 'RENE' tab).
- Include your one-time $159 credentialing fee.

What Happens Next?

- The course sponsor **first** needs to submit the course roster. The Real Estate Business Institute (REBI) will not have any record of your attendance until that class roster is submitted. How quickly that happens all depends on the course sponsor as it is their responsibility.
- Once the roster is received, please allow REBI 10 business days to process.
- REBI will then be able to verify your course completion.

What Will I Receive?

- You will receive a letter and Certificate from the Real Estate Business Institute (REBI) in the mail at the address you provide on the Application.
    - NOTE: We will only certify you after receipt and processing of the course roster and your completed Application and fee.

Only upon receipt of confirmation from REBI may you begin utilizing the credential and/or acronym.

rebi
Real Estate Business Institute

SRS
SELLER REPRESENTATIVE SPECIALIST

STAND OUT

FROM THE CROWD

BUYER & SELLER

COUNSELING PRESENTATIONS

Secure loyalty.
Neutralize concerns.
Manage expectations.

LISTING PRESENTATIONS SELL PRICE.

COUNSELING PRESENTATIONS SELL VALUE.

Effectively guide your clients through the entire buying or selling process with counseling presentations tailored to meet their needs and yours. These PowerPoint templates are fully editable and a practical approach to securing buyer or seller loyalty and written commitment through effective dialogue.

BUYER TEMPLATE

- Allowances and restrictions
- Closing & post-closing
- Compensation and fees
- Confidentiality
- Contingencies
- Inspection process
- Legal duties
- Maintenance requests
- Market analysis
- Offer and negotiation process
- Representation
- Selection process
- Showings, scheduling, open houses
- Written authorizations/agreements

SELLER TEMPLATE

- Allowances and restrictions
- Buyer inquiries
- Closing and post-closing
- Compensation, fees, and pricing
- Contingencies
- Cooperating agents
- Inspection process
- Legal duties
- Marketing plan
- Offer and negotiation process
- Pre-authorizations
- Professional services
- Representation
- Showings, scheduling, open houses

Our retail price: $229

YOUR PRICE:

$159 EACH

BUY BOTH FOR AN EXTRA DISCOUNT!

USE CODE REBI

ORDER & DOWNLOAD TODAY

REBINSTITUTE.COM/SHOP

rebi

Real Estate Business Institute

An affiliate of the National Association of REALTORS®

CERTIFICATION APPLICATION

Successful completion of the 2-day "RENE Certification Course" is required for certification. Please do not submit your completed application and payment until you have completed the course requirement.

NOTE: We do not process applications until the course sponsor has submitted the roster. Once the roster is received, please allow REBI ten (10) business days to process. REBI will then verify your course completion and process your application. You will receive a letter and Certificate from REBI in the mail at the address you provide on this application.

Only upon receipt of the letter and certificate from REBI may you begin utilizing the credential, acronym and/or logo.

Questions? Call us at 800-621-8738 or email to info@rebinstitute.com

Credit Card payments must be remitted using the online Application at: www.rebinstitute.com (click 'RENE')

Contact Information

Full Name _____

Company Name _____

Mailing Address _____

City/Province _____

State/Country _____ Zip/Postal Code _____

Phone _____ Email _____

*NRDS I.D. # _____

*Your NRDS ID (US Members only) is your identification number in the National REALTOR® Database System. If you do not know your NRDS ID, please contact NAR's Info Central Team at 800-874-6500 or online at http://www.realtor.org/contact-us

Payment Information

☐ Check - $159 USD (Payable to: REBI) ⟶

Mail Application with payment to:

REBI
430 N. Michigan Ave., 6th Fl.
Chicago, IL 60611

Acknowledgment

I understand that in order to retain the rights to use the RENE certification, I must maintain membership status with the National Association of REALTORS®. I also understand that use of the RENE certification without maintaining membership with NAR will be a violation of Article 12 of the Code of Ethics, and I will need to immediately cease using the RENE credential, emblem, and/or logo. (Exception: international applicants do not have to be members of NAR.)

Printed Name _____ Signature _____ Date _____