



**Don't Miss Thursday,  
August 16, 2008**

Network...Network...Network

Share Deals...Get Motivated!

*See Page 2 for all details*

*Steals, Deals and Classifieds*©

**The Three Critical Factors in Negotiating**

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There are three critical factors to consider when you are negotiating. The first of these is power. Who has the power, or more importantly, who has the perceived power. Power is basically influence. You see this used often.

Let's compare two Presidents. Let's compare Bill Clinton to George W. Bush. Remember how Clinton used to go jogging in the mornings when he first got into office? He would shut down half of DC going for a jog. That show of force is an expression of power. He would also have the big dinners and the galas. Those are expressions of presidential power, the power that comes with the office. If you have that kind of power, use it to your advantage.

Bush doesn't really have many black tie or white tie galas and he does not shut traffic down to go jogging. I know the times are a little different now, but I wish he would flaunt the power of the office a little bit, because that is the power of the presidency and it makes a president look good. Reagan used that power terrifically. Carter did not.

If you have some sort of title power from an office, use it to your advantage. Banks do this. Do you know anyone who works for a bank? Are they a vice-president of a bank by any chance? How many vice-presidents do these banks have? Almost everyone is a vice president in a bank. It is just a title, but to the outside world, that sounds pretty impressive.

So if you have some sort of title power, use it to your advantage and to influence others. These kinds of things are out there, so be careful if they are being used against you. Use it to your advantage if you actually have it.

The second critical factor in negotiation is information. You need to know things about the situation and the other party. You need to know what is happening on the other side of the table. Therefore, your motivated seller intake form or Deal Worksheet that you are using needs to be asking questions that you need to know the an-

*Continued on page 3*

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**Volume 1, Issue 4**  
**July, 2008**

<b>Inside this issue:</b>	
<b>Upcoming Meetings</b>	<b>2</b>
<b>Deals, Deals, Deals</b>	<b>2</b>
<b>Diary of a Newbie Real Estate Inves- tor by Bernadette Trafton</b>	<b>4</b>

## Upcoming Meetings and Seminars...

▶ **August 21, 2008 Monthly Meeting**  
*"Boston AREIA One Year Anniversary & Networking Extravaganza!"*

We began our journey with Boston AREIA one year ago on August 16th! The year has been incredible. We've grown to over 300 members and are aiming for another 300 over the next 6 months.

\*\*\*\*\*

***Come celebrate with us!!!***  
***The focus of the evening is on***  
***NETWORKING! Sharing Deals!***  
***Refreshments, Libations and***  
***Lots of Prizes!***

\*\*\*\*\*

### Monthly meetings

- 5:30 PM Networking and Meet the Vendors
- 6:30 PM - Meeting

### Location:

Hilton Garden Inn  
 420 Totten Pond Rd, Waltham, MA

## Deals...Deals...Deals...

Secured First or Equity Partner  
 Properties in Carolinas  
 Nick 978-987-7320 aarealestate@gmail.com

Buy/Hold/Rent  
 4 Family Short Sale- Fall River -Cash Flow  
 Dan Shortell 617-676-7680

Bulk REOS  
 \$2,000,000 mini investment for group  
 \$5,000,000 individual  
 Country or Local  
 Jim Happnie 617-538-7290

Hampton Beach Motel \$980K—20 Rooms  
 Owner will take back 80% financing  
 100 occupancy each weekend-  
 Robert Wallace 617-423-2003

**September 18, 2008 Monthly Meeting**  
**The Quick Nickel or the Slow Dime**

When to get out quick, and when to hold for income and appreciation with **"The Rehab Rockstar" Kevin Lacasse** and **"The Wholesale Houdini" John Ingram**

**September 20, 2008 All Day Intensive Seminar w/National Trainer Louis Brown**

You will learn **Louis Brown's Street Smart Systems**. Lou Brown is a nationally renowned trainer and is considered **"The Best in the Industry"**. His systems and forms are coveted by many as they are a part of his sought after negotiating techniques. Louis Brown has been buying and selling properties for 30 years. He was the founding President of the National Real estate Investors Association. He loves teaching his cutting edge concepts. To take your investing to the next level **BE AT THIS EVENT!**


**Reminder PPNE Students :**  
*Check your e-mails for your exclusive meeting with your mentors! "Bring your deals and questions for the mentors to review!"*

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 Bernadette Trafton 603-834-4587

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swers to. Obviously, it asks details about the property, but more importantly it captures details about the seller's situation. Is this a divorce? Is this a probate? Is this a pre-foreclosure? Is this... whatever the situation happens to be?

Remember that your creative real estate investing business revolves around people, not properties. Yes, we are real estate investors but since we are *creative* real estate investors, that generally means we are dealing with people with problems. The problem is always with the people, not so much with the property. Sure, the property might be run down or have been burned down, but that is still a people problem, not so much just a property problem. Keep that in mind at all times.

Information gathering is key. It is an intelligence gathering process. What is the other side up to? What does the other side need and want? It is what the other side needs and wants to solve their personal problems. What are the pressures and situations affecting them? Don't forget to think about it like this.


The third critical factor in negotiating is time. What is the time frame that this needs to happen in? Is there time pressure on the seller coming from the bank? Is there time pressure on your buyer due to sometimes like a 1031 Exchange?

We use it as real estate investors in our contracts and our offers. Add a clause to your offer stating that it will expire in 3 days at noon for example. When you put a "sunset clause" like this in there, you are putting time pressure on the other party. Recognize when this happens and be careful when time pressure is being used against you. People say, "If I am going to get an answer, I need to know today." That is time pressure being put on you, no matter what their reason for pressuring you happens to be. If your boss says, "No more excuses. I need this done now" or the teacher says to the high school student, "No more excuses. I want the paper tomorrow" that is all time pressure being used against you. People are putting time pressure on you constantly.

To recap, the three critical factors of negotiation are power, which is influence; information, and time. Be aware of these three things and how they are in play while you are negotiating.

For more information on Tom Zeeb, visit

[www.newengland.profitable-partnerships.com](http://www.newengland.profitable-partnerships.com)



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**WOW, THIS IS WAY MORE WORK THAN I THOUGHT!**

What was I thinking? There is so much more work to this than I thought. Shortsales take a lot of work, not to mention when they are dropped in your lap while you are trying to put systems together. Because of this, and the fact that I am trying to run 2 other businesses, I brought in some help. Of course, my new partners have never done shortsals either. But, at least we can break up the workload between 3 people. Some of you may know Holly Daigle, she's invested out of state (I think at this point she wishes that she wouldn't have) and Boston AREIA's Membership Coordinator, Stacy Lambert. Stacy is more green than I am. It's good, we are all coachable.

I still have to set up our website. That's for later today. For now, I have to put together all of the leads that we got from Probate last week and send letters out. For now we are going to Probate on a weekly basis to pull leads. System 1 is in place. The three of us went to Probate to learn how to pull the leads and now we have a rotating schedule so that one of us goes each week.

Stacy's strengths are on the phone, so while Holly and I have been chatting with Kevin about how to analyze the properties and accurately estimate the rehabs, she is calling the banks obtaining short sale packets and finding out what the bank needs. Thank goodness for Stacy. She has way more patience on the phone than I do.

We will be meeting once per week to schedule our tasks and get our marketing going out consistently. The more consistent our marketing, the more

leads we will get and the more deals we will get. For now...it's Sunday and my duty as a mother is calling. Their names are Sebastian and Alexa. Great kids...but begging to take advantage of this gorgeous Sunday. You have a great Sunday too, check back in next week to see how our marketing is going, get the address for our website and see how our shortsals are progressing....be sure to check out the blog online for updates!




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