



The True Value of a Skilled Negotiator

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Marketing gets buyers in the door. Negotiation determines your result. Yet many agents are trained to promote, not to negotiate, and it shows time and again in their clients' final prices.

While strong marketing is essential, it's only one part of the equation. The difference between a good outcome and a great one - one that achieves the highest possible price - often comes down to the skill of your negotiator.

A great negotiator does more than relay offers. They understand psychology – knowing when to pause, when to apply pressure and when to create urgency. They maintain composure and protect your information, using every detail to strengthen your position.

Many agents focus heavily on marketing and winning new business, with limited emphasis on developing true negotiation expertise. The result? Transactions that are managed, rather than strategically driven.

At Iron Bridge Real Estate, our approach is different. We focus on structured, strategic negotiation- built on preparation, clear communication, and a deep understanding of both buyer and seller motivations. Every conversation is intentional, professional, and designed to achieve the best possible outcome.

You'll often see the difference in the process. A heavy reliance on offer forms, emails, and text exchanges can signal a facilitator rather than a skilled negotiator.

Negotiation isn't luck, its skill, and in real estate, that skill can add tens of thousands to your result.

Thinking of selling? Make sure your agent brings more than just marketing- they should bring negotiation expertise that delivers. Contact Iron Bridge Real Estate for your complimentary copy of the *10 Property Pitfalls* booklet and discover how expert negotiation turns good results into great ones.