# Offer & Negotiation Planner

A negotiation is won before the phone call: you know your maximum, their situation, and the evidence for your number. The planner keeps all three in front of you while you talk.

HOW TO USE THIS — Complete the 'before any offer' section first, then keep the sheet in front of you during every call with the agent — your maximum stays visible so the moment can't move it.

## 01 Before any offer

- ☐ Maximum price from the deal analysis — written, dated, non-negotiable with yourself
- ☐ Vendor situation from the agent: timescale, chain, why selling
- ☐ Evidence pack: three sold comparables and your refurb total, ready to quote
- ☐ Your proceedability proof: agreement in principle, funds statement, solicitor instructed

## 02 Structuring the offer

- ☐ Open 8–12% below your maximum — enough room to move twice, not so low it insults
- ☐ Attach the evidence, not apologies: 'based on the sold prices at №12 and №31, and £38k of works'
- ☐ Lead with your strengths: speed, no chain, flexibility on completion date
- ☐ Offer in writing to the agent the same day you speak
- ☐ Give the offer a shelf life: 'this stands until Friday' — then let it lapse quietly

## 03 Handling the responses

- ☐ 'It's too low' — ask what number would do it today; never bid against yourself
- ☐ Counter once, moving less than half the gap, restating the evidence
- ☐ If they hold above your maximum: thank them and ask the agent to keep you first in line
- ☐ Fall-throughs come back — a lapsed offer at the right number often gets a call in three weeks

## 04 After acceptance

- ☐ Memorandum of sale issued within 48 hours with both solicitors named
- ☐ Survey booked inside the first week — renegotiate on findings with quotes, not feelings
- ☐ Weekly chase call to both solicitors, every week, without fail
- ☐ Any renegotiation is evidence-first: the survey line, the quote, the revised number