

REC� Negotiation Toolkit Checklist

Use this checklist to prepare and execute your real estate offers with confidence.

1. Comparative Market Analysis

- ☐ Review recent comparable sales within 1-mile radius
- ☐ Note price adjustments for property condition
- ☐ Confirm current days-on-market averages

2. Offer Price Strategy

- ☐ Establish upper and lower offer range
- ☐ Decide on initial offer position (e.g., 2-5% below list)
- ☐ Factor in seller concessions and market trends

3. Inspection Negotiation

- ☐ Attend or review inspection report
- ☐ Identify necessary repairs or upgrades
- ☐ Prepare cost estimates for requested credits

4. Contingency Planning

- ☐ Choose financing contingency terms
- ☐ Determine appraisal contingency flexibility
- ☐ Outline inspection contingency deadlines

5. Earnest Money Deposit

- ☐ Decide on deposit amount relative to purchase price
- ☐ Ensure funds are ready for deposit
- ☐ Understand forfeiture conditions

6. Personalization & Communication

- ☐ Draft a personalized letter to seller
- ☐ Highlight buyer qualifications and motivations
- ☐ Confirm clear and professional tone

7. Timing & Submission

- ☐ Identify optimal offer day/time (e.g., Thursday afternoon)
- ☐ Coordinate with agent for prompt submission
- ☐ Verify all documents are complete and signed

8. Follow-Up Strategy

- ☐ Schedule follow-up call with seller's agent
- ☐ Prepare negotiation counteroffers in advance
- ☐ Maintain open and respectful communication

9. Post-Acceptance Steps

- ☐ Confirm deposit receipt
- ☐ Schedule due diligence inspections
- ☐ Outline closing timeline and contingencies

Download this checklist and use it alongside RECN's negotiation support to secure the best deal.