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Tactic of the Week #71

June 2nd, 2011



Peter Barron Stark President

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Tactic #71 - Withdrawn Offer

Summary: Taking back an initial offer to keep from being taken advantage of.

Actually withdrawing your initial offer may be in your best interest in some situations. This tactic can be used when you feel you are being taken advantage of or put in a position where you can only lose.

Example

Joseph is selling a house that he owns jointly with a partner. The asking price is \$126,000. The buyer is a very tough negotiator. By using the [Salami](#) tactic, he manages to reduce the price to \$121,000, have the escrow extended to ninety days, and stipulate that Joseph and his partner will carry back a \$20,000 second mortgage at 9 percent. Joseph thinks the deal is finalized. Then the buyer brings his wife into the picture.

The buyer's wife says she hates the kitchen and will not allow her husband to pay any more than \$119,000 for the house. That is when Joseph says he has bad news for the buyer: Joseph's partner has decided that they should not sell the house for any less than \$123,000. Since the buyer really does want the house, he spends the rest of his negotiating energy trying to get the price back down to \$121,000.

Counter

First, rather than scrambling to get the price back down, the buyer could utilize [These Boots Are Made for Walking](#). If Joseph really wants to make the deal, he will come back. Second, the buyer could use [Apparent Withdrawal](#), giving the appearance that he is quitting, to regain control of the situation.

Do you have any negotiation questions? If so, then send them to us by hitting the "reply" button in your email window. We'll do our best to address them in upcoming issues.

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info@everyonenegotiates.com

858.451.3601

11417 West Bernardo Court
San Diego, California 92127

[Negotiating Guide You'll Ever Need](#), by Peter Stark and Jane Flaherty.



11417 W. Bernardo Ct.
San Diego, CA 92127

Phone: 858.451.3601
FAX 858.451.3604

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