



REALNEGOTIATE SOFTWARE

Negotiate for the best price, fastest time, most revenue



- Unique, **user-friendly** software for the statistical analysis of CMA data . . . from **any** MLS
- For questions such as: “What is the probability (likelihood) of buying this home for \$800,000, in 30 days? What is the probability with a 5% higher offer?”
 - Just enter your property info and goals, and RealNegotiate shows you how to get there



- **Gain the Negotiating Edge: Financial Return on the Software > 3,000%, by buying for the best price (saves thousands)**
- **Developed based on realtor and client feedback, proven in research and practice**



See examples enclosed for Buyers and Professionals

- RealNegotiate Professional has all the Buyer and Seller version capabilities, plus additional tools for realtors, investors and appraisers.
- RealNegotiate Price Analysis Service: We do the work for you. You simply email us your MA and question; we provide you with the analysis, graphs/scenarios and price recommendation, in a report delivered with 24-hour turnaround.



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“I am interested in buying this type of home, and found these listings. Which of these homes can I buy with an:

Offer Price of \$695,000 or less

Probability (likelihood) of Success of 80%+”

The screenshot shows the RealNegotiate software interface. The main window is titled "RealNegotiate" and contains a menu bar with "File" and "Help". Below the menu bar is a search bar. The main area is titled "RealNegotiate: Options". A sub-window titled "Selection of the Properties that Best Meet Your Goals" is open, displaying a table of property listings. The table has columns for "For-Sale file", "Similar Sold file", "Probability", "Price", and "Time". The table contains two rows of data, with the second row selected. To the right of the table are buttons for "New", "Delete", "Calculate", "Print Report", and "Close". A "<<Prev" button is visible at the bottom left of the sub-window.

For-Sale file	Similar Sold file	Probability	Price	Time
C:\RealNegotiate Sold	C:\RealNegotiate Sold Pri	80	692000	
C:\RealNegotiate Sold	C:\RealNegotiate Sold Pri	80	693000	



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“I’m ready to make an offer of \$680,000”

RealNegotiate uses MLS data to answer:

What is the probability (likelihood) of buying at this price, within 35 days? What if I increase my offer by 5%?

The screenshot shows the RealNegotiate software interface. The main window is titled "RealNegotiate" and contains a menu bar with "File" and "Help". Below the menu bar is a toolbar with a summation symbol (Σ). The main content area is titled "RealNegotiate: Options" and contains a sub-window titled "Find Probability for Price and Time".

The "Find Probability for Price and Time" window has the following fields and controls:

- Enter Listprice: 700000
- Enter target Price: 680000
- Enter the Days so Far: 15
- Enter target Days Additional: 20
- Enter a file of similar sold properties: C:\RealNegotiate Sold P Browse

Below these fields, there is a button labeled "Find Probability". To the right of this button, the text "The Probability is:" is displayed in green, followed by a text box containing the value "72" and a green percentage symbol (%). To the right of this text box is a "Close" button.

At the bottom of the main window, there are two buttons: "<<Previous" on the left and "Next>>" on the right.



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“The likelihood of buying at that price and time is too low. I want to improve the odds”

RealNegotiate uses MLS data to answer:

What price will give me this probability (likelihood) of buying, within 35 days?

The screenshot shows the RealNegotiate software interface. The main window is titled 'RealNegotiate' and has a menu bar with 'File' and 'Help'. Below the menu bar is a toolbar with a summation symbol. The main content area is titled 'RealNegotiate: Options' and contains a dialog box titled 'Find Price for Probability and Time'. The dialog box has a title bar with a close button. Inside the dialog box, there are several input fields and buttons:

- 'Enter target Probability: 85 %' (with a dropdown arrow)
- 'Enter Listprice: 700000' (with a dropdown arrow)
- 'Enter the Days so Far: 20' (with a dropdown arrow)
- 'Enter the target Days Additional: 15' (with a dropdown arrow)
- 'Enter a file of similar sold properties: C:\RealNegotiate Sold P Browse' (with a 'Browse' button)
- 'Click here to Find Price for your selection: Find Price' (with a 'Find Price' button)
- 'Your Price is 695000' (with a text box containing '695000')
- 'Close' (with a 'Close' button)