



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: “How should I list my home to sell for at least \$800,000, in 30 days? What is the likelihood of a 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 selling faster, with the best price on each sale**
- **Developed based on realtor and client feedback, proven in research and practice**



See examples enclosed for Seller, Professional

- 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 CMA 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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How much should we list this property at?

“We are purchasing a new house, so we need a **Sales Price of \$800,000+, Sell within 30 days Probability (likelihood) of Success of 80%+”**

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 Listprice for Probability and Time'. The dialog box has a title bar with standard window controls. Inside the dialog, there are several input fields and buttons:

- 'Enter target Probability: 80 %' (spin box)
- 'Enter target Price: 800000' (spin box)
- 'Enter Days So Far: 5' (spin box)
- 'Enter the target Days Additional: 25' (spin box)
- 'Enter a file of similar sold properties: C:\RealNegotiate Sold Property' (text field) with a 'Browse' button.
- 'Click here to find the Listprice for your inputs: Find Listprice' (button)
- 'Your Listprice is: 815000' (text field) with a 'Close' button.

At the bottom of the dialog, there are two buttons: '<<Previous' and 'Next>>'.



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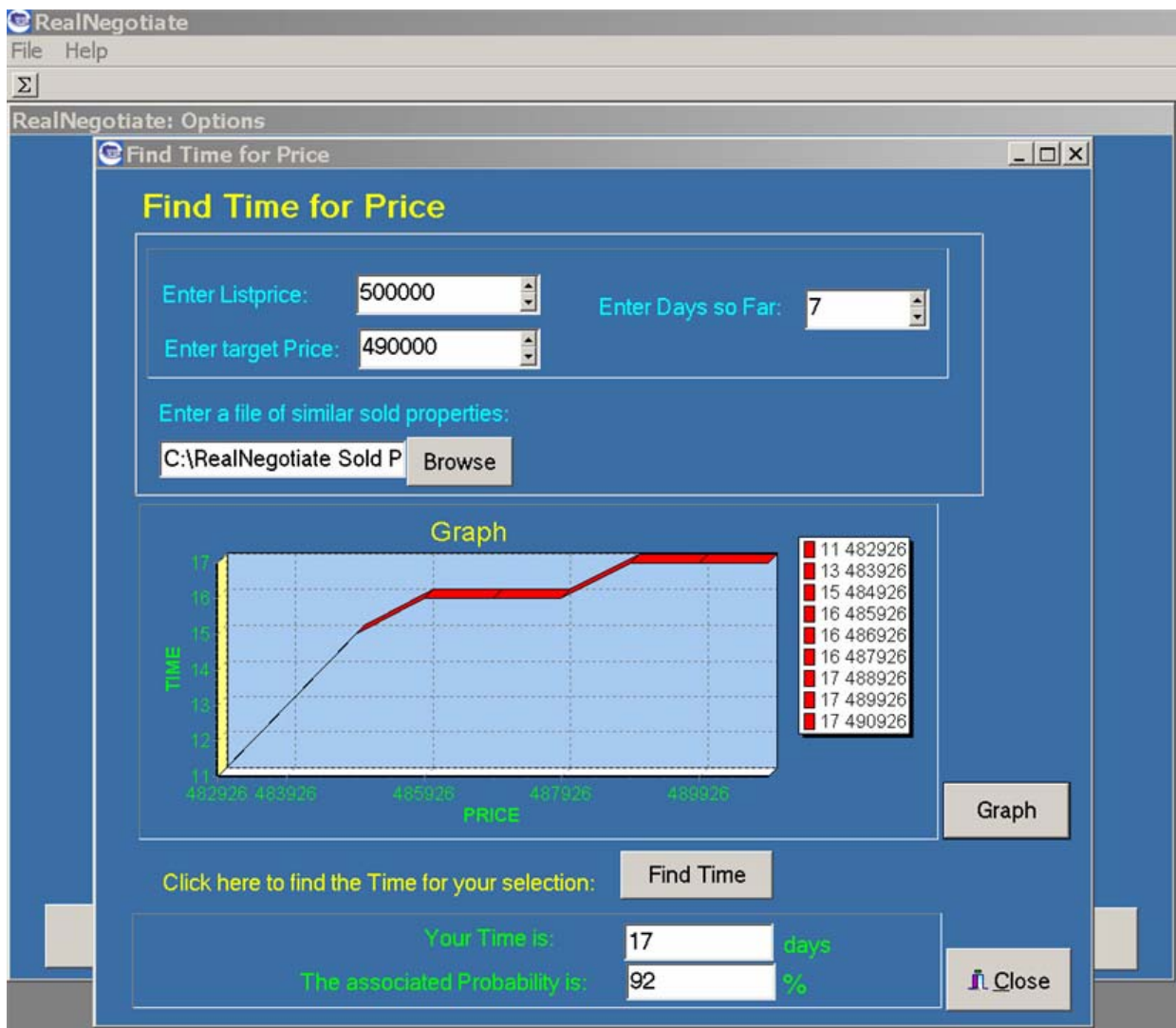
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“We found another house, are relocating, and we need to sell this one fast”

RealNegotiate uses MLS data to answer:

How soon will it sell?

What if we reduce the price by \$10,000?





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“Should we accept this offer, or try for higher?”

RealNegotiate uses MLS data to answer:

What is the probability (likelihood) of getting a better offer, within 30 days? Within 45 days?

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The dialog box has a title bar with "Find Probability for Price and Time" and standard window controls. The main area of the dialog box is blue and contains the following fields and buttons:

- Enter Listprice:** 800000
- Enter target Price:** 790000
- Enter the Days so Far:** 5
- Enter target Days Additional:** 25
- Enter a file of similar sold properties:** C:\RealNegotiate Sold P Browse
- Click here to Find Probability for Price and Time:** Find Probability
- The Probability is:** 85 %
- Close** button

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