

Agribusiness & Real Estate Webinar Series

Course 4 - Marketing and Negotiation For Rural Properties

Randy Betts - Quest Marketing

Brian Finley - REIC Instructor and REALTOR®

Marc Aubin - AREA Director and REALTOR®

Presented by:



Time	Topic
0 - 5 minutes	Introduction to course, introduction of speakers.
5 - 20 minutes	Marketing Farms and Farm Land
20 - 40 minutes	Negotiating the sale of Farm and Farmland
40 - 45 minutes	Agency Theory – When an agent should and should not represent both the buying and selling parties
55 - 60 minutes	Question and Answer period.

AGENDA



MARKETING A FARM FOR SALE



SETUP A MARKETING PLAN

Budget and Plan

INITIAL STEPS



Prepare Listing

- * Follow Your Usual Steps
- * Add: Drone Views + Videos
- * Add: Maps + Plot Plan

MARKETING TO LOCALS



Visit All the Neighbors

- * Visit All Farms + Promote
- * Leave Brochure
- * Get Contact Details: Follow-up

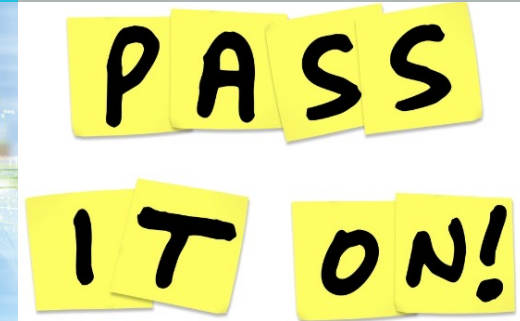
SPREAD THE WORD FAST



Direct Mail + Print Ads

- * Canada Post Oversized Mail
- * Western Producer
- * Local Print

KEEP THE MESSAGE SPREADING



Facebook Ads

- * Setup Facebook Page
- * Run Targeted Ads
- * Run Retargeting Ads

CORPORATE



QUICK LAUNCH

Gain Momentum Quickly and Add Credibility

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue square background, is centered within a green rectangular box.

FACEBOOK PROFILE

See the attached PDF Guide on setting up a Facebook Profile which promotes your real estate expertise.

Complete ALL of information and do likewise on LinkedIn and Instagram



INTRO VIDEO

Check out the PDF on the Facebook/LinkedIn/Instagram Intro Video script. Tell a story about a recent seller, add a story about who you are, why you do what you do, call to action, sign off.



VIDEO OF LISTING

Take videos or hire a professional (to not only use a drone to video the listing)—add videos of the entire operation—including the home, shop, equipment, livestock, machinery



CALL LEADS

We all have a database and 'locals' who know us and who we know. Call them, text them about the new farm you have listed for sale.

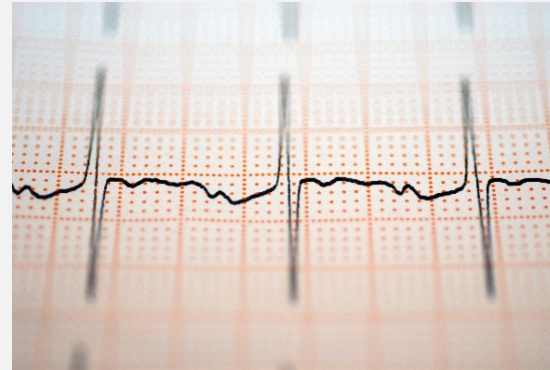
RESPONSIBILITIES

Invest in Yourself and Invest in Your Seller's Listing



Budget

Set aside adequate funds to promote the farm listing. Could be \$3,000 up to ???



Report Back

No different than other listings report on a weekly basis on what's happening in terms of potential leads, interest and activity.

Leverage Listing

Use the listing to find more sellers and more buyers! Use your social media, videos, flyers, phoning, networking to find leads!



Education

Continue to educate yourself use this opportunity for self improvement and gain new skills to grow yourself and your business.



THANK YOU

QUEST MARKETING
YOUR VIRTUAL MARKETING SOLUTION

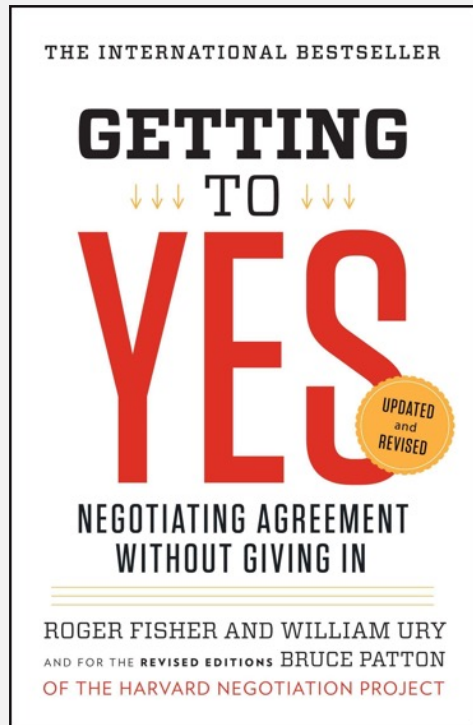
Negotiating the sale of Farm and Farmland

RENE

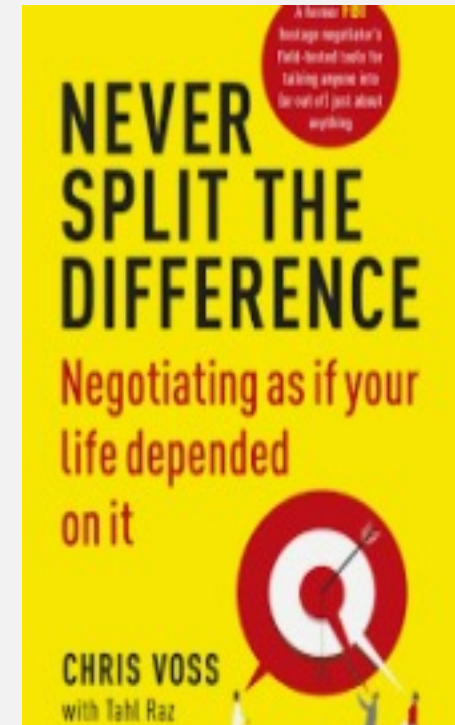
**Real Estate
NEGOTIATION EXPERT**

Brian Finley

ABR[®], CRB, CIPS, RENE, ePRO[®], SRES[®], PSA



“back-and-forth communication designed to reach an agreement when you and the other side have some interests that are shared and others that are opposed.”



Negotiation is a perception

- A game of chance that leverages assets.
- A dance between two negotiators vying for the best possible outcome for their clients.
- When played between two trained athletes, it is masterfully executed using subtle psychological tactics, tools and techniques to arrive at a “win-win” resolution.
- When one player is an amateur, it can be combative, adversarial and counter productive to the interests of the client.
- When successfully done, even a bad deal can feel good because *a negotiation is a perception* – not a reality.



Negotiating Starts at



HELLO

- Every phase of every transaction is a negotiation between you and all parties involved.
- There is no such thing as idle conversation.

A Skilled Negotiator

- Helps set realistic expectations
- Helps clients' set range of acceptability
- Understands clients' non-negotiables
- Keeps them focused on the ultimate objectives
- Respects their instructions



The REALTOR® Code
Effective March 2016

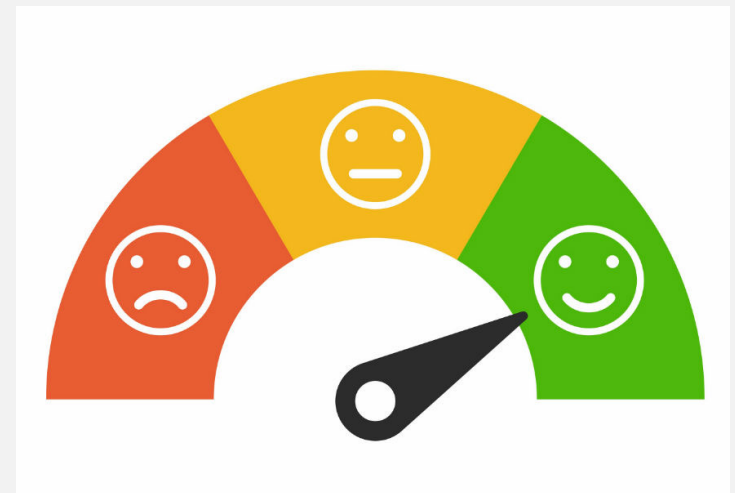


A REALTOR® shall protect and promote the interests of his or her Client. This primary obligation does not relieve the REALTOR® of the responsibility of dealing fairly with all parties to the transaction.

KNOW WHAT YOU ARE NEGOTIATING FOR

It's not about the negotiator, winning or losing – but rather your client's :

- Perception of value, their tolerance for stress and their important issues
- Needs/wants/wishes regarding price, terms and conditions
- The intangibles beyond the price which often have more value like time, location, condition, status, comfort, lifestyle, safety, etc.





The Four Phases of a Negotiation

1

Preparation

2

Exchanging Information

3

Bargaining (the heart of negotiations)

4

Closing



1

Preparation

- Process is Important
- Most of your time should be spent on identifying what the client believes is important
- Evaluating their needs, wants and wishes is a key element of formulating a successful plan



1

Preparation

Acreage
Owners and
Farmers:
Know your
Audience

- Acreage sellers are normally people who have off-farm income and careers. So, when you deal with Acreage owners its like dealing with an urban homeowner.
- Farmers are usually very different from the acreage owner. Not a bad thing just understand you will probably get funny looks if you walk in dressed like a lawyer or worse... The Banker!!
- Dress the part and start immediately building rapport. Farmers do not play well with strangers...
- Today's farmer is very sophisticated and well read. Do your research prior to your meeting. "Time" is something every farmer cherishes.. So, don't waste it... EVER!!
- Know the seasons...



THE GOLDEN RULE

Treat others as *you* would like to be treated.

THE PLATINUM RULE

Treat others as *they* would like to be treated.

2

Exchanging Information

- The objective is to secure detailed information for your client and about the dynamics of the transaction in a non-confrontational way.
- The tricky part is deciding what to reveal without breaching your client's confidential information.
- If you rush right into the negotiation without some initial pleasantries, the other party may feel that you are being pushy and aggressive.
- Create an atmosphere of respect, set a positive tone, and project an image of self-confidence.



**WHAT TO
SHARE**



**WHAT TO
KEEP TO
YOURSELF**



3

Bargaining (the heart of negotiations)

The nuance of trading items of value without conceding on major concessions.

The utilization of tactics, tools and techniques to arrive at a mutually agreeable conclusion.

PERSONAL PREPARATION IS IMPORTANT



- Approach the negotiation with self-confidence and a positive attitude.
- Without preparation, you will give more than you get from the negotiation.
- You must be ready to go into the negotiation with the strongest bargaining position you can.



- Only novices negotiate price.
- The perception of value is a combination of price **plus** the added intangibles and 'extras'.
- Satisfaction is just a perception because even a bad deal can feel good!

WIN-WIN SOLUTION

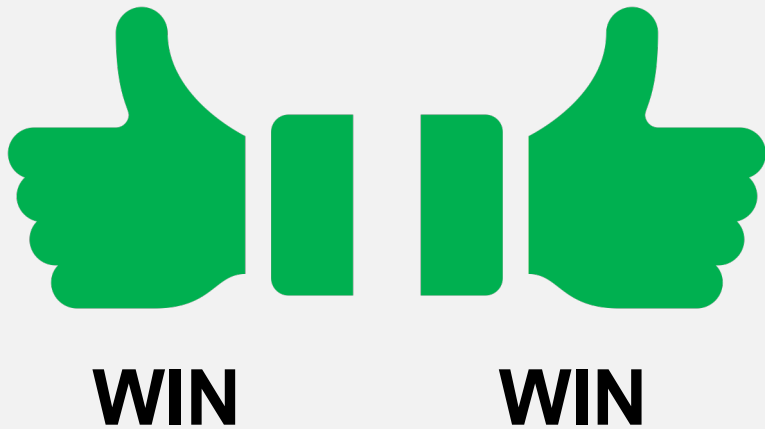


COLLABORATING

The goal is to find a
'win-win solution'

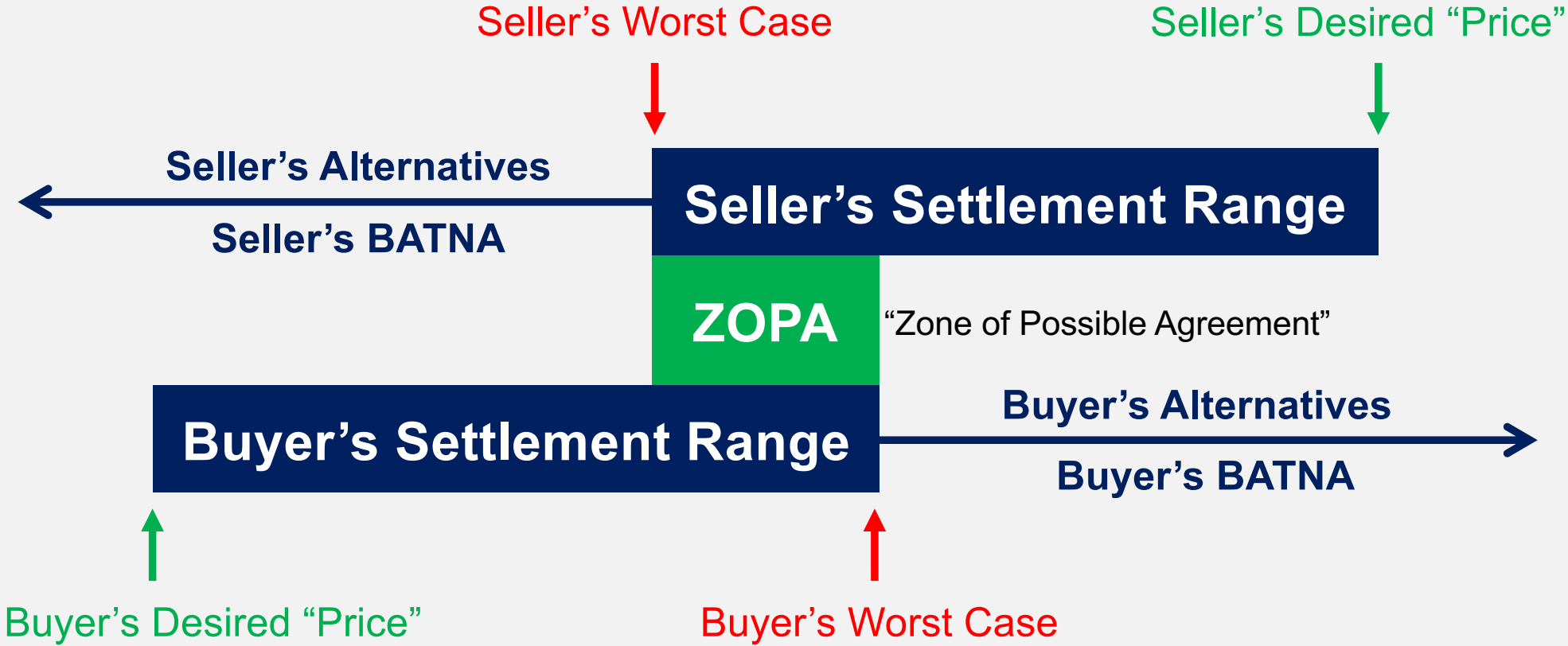
- Involves really understanding the other side's interests.
- It disregards a quick solution in favor of more creative and constructive ways to solve problems.
- It takes effort and active listening skills
- This is the solution which serves both parties' best interests and builds our relationships in the longer term.
- Reserve it for when the outcomes justify the investment.

Partnering for a



- Generally, results in a closed transaction
- Clients are satisfied
- The relationship with the co-broking agent remains intact
- A WIN-WIN does not necessarily mean a 50/50
- Nobody blames you!

ILLUSTRATION OF BATNA & ZOPA



The 4 Fundamentals of Principled Negotiations



PEOPLE

*Separate People
from Problems*



INTERESTS

*Focus on Interests,
Not Positions*



OPTIONS

*Generate Options
For Mutual Benefit*



CRITERIA

*Use Objective
Criteria*

Negotiation Steps to Success – Buyer's Side

- Start assertively and lower than your target number – a fair offer but below your target number –
- There needs to be an exchange/trade so make sure you have developed trade offs for each “yes” through the negotiation –
- You are “unwrapping your offer” – halfway and halfway again based on your BATNA
- Flinch/Crunch – “I appreciate that – what more could we do here – as much as you can comfortably do to get the other side bid against themselves
- Don't settle any agreement in bits and pieces – any one change has the potential to change the full agreement
- Nibbling – towards the end of the negotiations the other side may get sloppy – your opportunity to look for “one more things and we've got ourselves a deal
Versus target number – then ultimatum or opportunity to negotiate

Negotiation Strategies & Tips

Establish Rapport

Master active-listening. The more the other party talks, the more time you have to build rapport & uncover their wants.

Show Empathy

Build connection & trust – these are the foundations to communications.

Create Safety with “No”

Pushing for a “Yes” too fast can create distrust. To move things forward, invite people to say “No”.

“That’s Right”

Aim to get to these 2 magic words, as they can transform your negotiation.

Create an Illusion of Control

Nudge others to reach the conclusion you want, thinking it’s *their* solution.

Shape Reality

Find & use leverage to get the best possible deal. Never split the difference.

Find the Black Swans

Find unexpected or hidden info that can change your results.

Prepare Yourself

Be prepared to bargain hard with seasoned negotiators.



- ✓ Have empathy for the situation of others without compromising goals
- ✓ Listen for the 'story' without interruption
- ✓ The most important information is given before someone stops talking
- ✓ Don't be afraid to negotiate big differences
- ✓ Look for a good outcome for all parties, but a better one for your client
- ✓ Set your ego aside



4

Closing

Having the parties reach agreement on major items that satisfy all needs, most wants, and some wishes.

Results in all parties being satisfied.

When successfully done, even a bad deal can feel good because ***a negotiation is a perception*** – not a reality.

Negotiating the sale of Farm and Farmland

RENE

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WHO ARE YOU WORKING FOR?

ONLY EVER 1 CLIENT!!! PERIOD!!!

SO, THEN WHO IS THE CUSTOMER?

- The Client you have the 1st relationship with
- PERIOD

SO NOW WHO IS THE CUSTOMER?

- You got it, The other guy
- Let them know immediately who they are in this deal and what they have for options
- It might cost you half your fees, c'est la vie mon amie

GET IT IN PRINT

- Get it all in signatures
- No Verbal schmerble
- Ya but my word is good, and I a Handshake is how I've always operated.
- So, you're telling me your word is as solid as Oak?
- Yes!!!
- Then you should have no issues signing this Bad Boy
- SIGN HERE!!!

ARE THERE ANY OTHER OPTIONS

- NOOOOOOOOO!!!
- NONE!
- NADA!
- NON!
- And clarity to the customer must be again Immediate..
- Everyone is Huggy Huggy Kissy Kissy
- Until there not!

QUESTION & ANSWER

AGRIBUSINESS & REAL ESTATE WEBINAR SERIES: UPCOMING COURSES

Course 5: Easements in Agricultural Properties – June 16, 2021, from 10 AM
-11 AM

Open Q&A Session – June 23, 2021 – from 10AM -11AM

Visit www.albertarealtor.ca to register now.