



## PRACTICAL GUIDE

# Negotiation Tactics for Buyers

Strong buyers negotiate on terms, time and information, not just price. The moves selling agents respect.

## Before you make an offer

- Know the vendor's motivation: probate, divorce, upgrade, downsize, relocation. Each rewards different tactics.
- Confirm the days on market and any prior offers. Old listings sit on softer reserves.
- Get the agent to tell you what number the vendor would 'consider seriously'.
- Set your own walk-away in writing before any conversation about price.

## Anchoring the first offer

- Open below the agent's lower quote, anchored to one specific comparable sale you can cite.
- Put the offer in writing with a tight 48-hour expiry; verbal offers carry no weight.
- Attach finance evidence and conveyancer details to demonstrate readiness.
- Specify subject-to clauses precisely (finance, building, pest, owners corp) or remove them as leverage.

## The middle game

- Move in smaller increments each round, signalling you're nearing your ceiling.
- Ask the agent for the vendor's counter-position in writing, not paraphrased.
- Trade non-price terms: longer settlement, larger deposit, release of deposit, in exchange for price.
- If stuck, propose a 'best and final' to force a yes/no rather than slow drift.

## Closing

- Be willing to walk on the right day. Buyers who can walk get the best deal.
- Once accepted, sign within 24 hours, momentum dies if contracts sit unsigned.
- Keep a record of every conversation, agents change positions and you'll want the timeline.

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