

Welcome to my final report, in a series of five, which is available from my web page '*Fast Profits From BMV*'

We have looked at the following aspects of successful BMV hunting in the previous 4 reports.....

- The Market Potential for BMV sourcing
- Why Leafleting works best of all
- The Financial Rewards to expect through BMV sourcing
- Creating rapport.....

In this final report, I would like to discuss the importance of negotiation in the BMV acquisition process.....

Report 5: The Importance of Great Negotiation Skills

Definition of negotiation.....

'The reaching of agreement through discussion and compromise'

This makes it all sound simple doesn't it?.....

Good.....I'm glad that you agree with this...because it *should* be very simple to negotiate well.....but quite often, many people make it difficult for themselves by employing poor negotiation skills when trying to persuade sellers of BMV properties that it would be the best possible option for these sellers to sell the house to them.

The ability to have, and use, great negotiation skills is similar to the ability to have and employ rapport building skills.

Both of these skills boil down to personal qualities on your part.....

If you have them...you're going to find this business much easier ...and lucrative than if you don' have them!

'Why should we have to negotiate with people who must have a fast sale? Surely the fact that we have the ability to complete a purchase quickly should be enough to persuade them?'

I can understand this simple logic - to a point. However, what we have to remember here is that human nature being what it is, many potentially motivated sellers not only want a fast sale...but they also want a great offer from you for their property!

In reality, this is never going to happen.....

Why not?.....

Simply, because if you are being professional and business-like in your intentions and actions then there is no way you can offer the seller anything near the price they would often like to receive.

You're a wholesale buyer!!.....

Never forget this!!!

You probably recall that we spoke about this in an earlier report?

In order for you to 'lock in' a guaranteed healthy profit when you agree to a deal.....

You have to buy low....at wholesale prices!!!

It therefore follows that you have to persuade and convince any potential seller of the reasons why you cannot, under any circumstances pay anything near to the open market value of the property

Right...I can see now that this is where all the trouble begins in the negotiations!.....'This is where I begin to upset people!'

Not at all.....

This reaction is typically the one I hear at this stage from people who wish to forge a lucrative lifestyle out of BMV sourcing.

It's the point where they worry that they will need to become a tough, aggressive property dealer.

You know the stereotype.....a hard-hearted, ruthless and selfish operator who just wants to profit at whatever cost, regardless of the misery they bring into other peoples' lives.

This is where many people start to get cold feet.....

This is where some people say things such as,.....

'I couldn't do anything that is so confrontational and calculated. I would not feel comfortable abusing another person's weak position'

I have to say at this point, that I think that this is a very commendable response for people to make.

I don't think that too many people, whilst they may aspire to a dream lifestyle, would be prepared to 'sink low' and abandon their basic principles in order to profit in a way that unsettled them.

Let me tell you though.....

Collaboration...not confrontation

In this business...if you handle situations correctly and negotiate openly and without embarrassment you will not only prosper with a clear conscience, but the sellers of the houses you buy will only ever show you gratitude for what you have structured for them

I have never, ever structured a BMV deal and felt that I have been the winner.

The following is a common saying..... (because it's a true one...).....

'A great business outcome should be because all parties involved feel happy....everybody feels they have won...and more importantly, knows that the other parties involved have prospered also'

Win/Win!!.....

You will have heard this spoken of before, no doubt, as a 'Win/Win' situation...it's a great expression....because it means exactly what it says!

The fear of negotiation, the fear of 'confronting' distressed people in their own homes....and then trying to 'take' their biggest asset off them for a bargain price is by far, in my experience, the biggest single situation that people fear having to handle should they become involved in this business.....

However.....It's a totally irrational fear as far as I am concerned.....

I do accept that it is a *real* fear for someone who genuinely sees the above described confrontational situation as their own actual perception of reality.....

'OK...well that's exactly how I see things to be honest...how can I change my so-called reality to that of your own?'

Well, that's the type of response I love to hear from people who are big enough to own up to the obstacles that exist in their mind on this issue.

I have changed many peoples' realities on this very important subject through mentoring and support for them when they came on board and bought my system '*Fast Profits From BMV*'

As we have seen previously in this, and the previous 4 reports that you have received, whilst this business can be extremely lucrative – it can be made much simpler, and less risky if you follow a prescribed, proven route to success.

Like any business process, it is simply a series of obstacles to be overcome.

If you have some expert, inside help then surely this must be better than starting from scratch and taking chances?

To fail at the final hurdle of negotiation would not only be heartbreaking, but it would be absolutely foolish.

I have made many mistakes at this vital part of the process. I learned from every one of them, but I hate to think about the value of the 'lost' deals I missed as I learnt.

I am in a position to assist your entry in to this business. If you visit the 'What they say' page on the web site www.fastprofitsfrombmv.com/test.htm you can read genuine, unsolicited endorsements about the effectiveness of my system – and how it has started to change peoples' lives!

I think that you understand the point of all this?.....

Well, that concludes the final report in my series of five on the fundamentals of BMV sourcing.

Whatever route you decide to take in your quest to improve your life...may I wish you the best of luck!

Greg Jackson

If you would like to go straight to the link to buy my system please click here:

<http://www.fastprofitsfrombmv.com/buy.htm>

Or if you would like to see what others are saying about the system please click here:

<http://www.fastprofitsfrombmv.com/test.htm>