

WHY YOUR FIRST OFFER IS OFTEN YOUR BEST OFFER

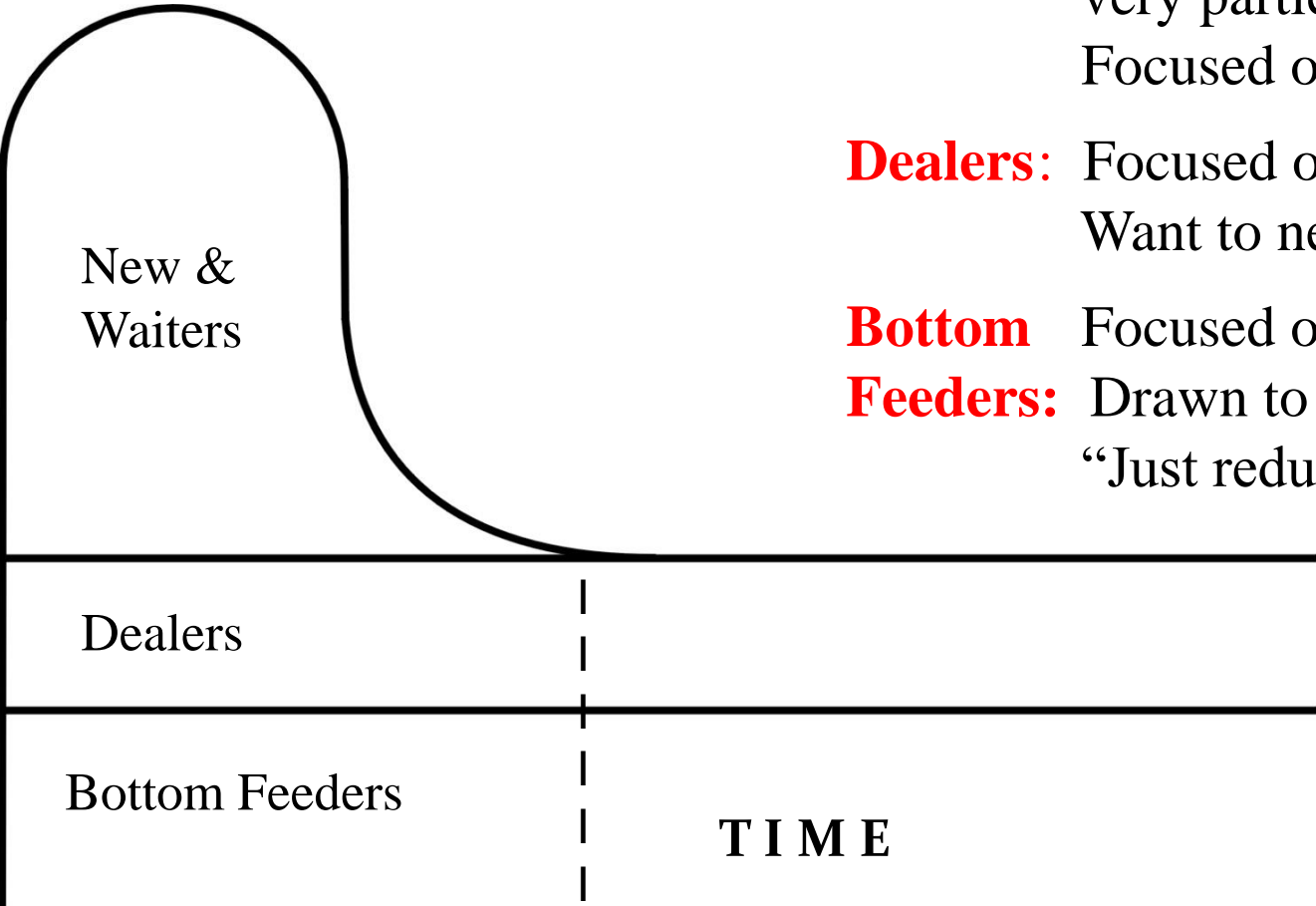
New: Fresh & excited
Focused on value vs. price

Waiters: Seen it all, experienced,
very particular
Focused on value vs. price

Dealers: Focused on price
Want to negotiate

Bottom Feeders: Focused on Price
Drawn to phrases:
“Just reduced” “Must sell”

O
F
B
U
Y
E
R
S



T I M E