

Course : Real estate negotiation in a tight market

Practical course - 1d - 7h00 - Ref. IMJ

Price : 830 € E.T.

NEW

In a tense real estate market, marked by limited supply, strong demand and stricter access to financing, professionals need to master the legal, economic, commercial and relational dimensions to succeed in complex negotiations.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the mechanisms and challenges of a tense real estate market
- ✓ Define and adapt a negotiation strategy for sellers and buyers
- ✓ Secure mandates, fees and the legal framework for transactions
- ✓ Managing situations of tension, escalation and deadlock
- ✓ Conduct ethical, structured and effective negotiations

Intended audience

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier

Prerequisites

Basics of real estate transactions

Practical details

Hands-on work

Case studies, brainstorming, role-playing and collective analysis of real-life situations.

Teaching methods

active

Course schedule

PARTICIPANTS

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier

PREREQUISITES

Basics of real estate transactions

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the tight market and its impact on negotiation

- Define the tight market and analyze its key indicators: supply/demand, lead times, negotiation rates, volume of requests
- Identify the power relations between seller, buyer and real estate agent
- Evaluate the concrete impact on the behavior and negotiating margins of the players.
- Distinguish between the myths and realities of "[[everything sells itself]]" ...
- Use local and national real estate market data

Group discussion

Brainstorming and analysis of local and national figures.

2 Building a negotiation strategy on the seller's side

- Setting the price and arguing the value of the property without overvaluing it
- Managing unrealistic expectations, fear of selling out and pressure of deadlines
- Securing the mandate: exclusivity, seller's commitment and contractual framework
- Preparing for negotiation and possible concessions

Case study

Case study: seller too greedy despite high demand.

3 Defending the buyer in a highly competitive environment

- Analysis of the buyer's real bargaining power
- Set up negotiations: structured offers, factual argumentation, controlled suspensive conditions
- Managing emotions: frustration, urgency, fear of missing an opportunity
- Supporting buyers and sellers in the face of rejection and maintaining professional credibility

Role-playing

Simulation of negotiation with several competing offers.

4 Advanced techniques, risk management and professionalization

- Find non-price negotiating levers: deadlines, conditions, flexibility
- Manage outbidding within the legal and ethical framework
- Creating strategic communication: questioning, rephrasing, defusing tensions, neutrality
- Dealing with stumbling blocks: refusal to negotiate, disagreement over fees, abusive behaviour

Dates and locations

REMOTE CLASS

2026 : 22 June, 21 Sep., 14 Dec.

PARIS LA DÉFENSE

2026 : 15 June, 14 Sep., 7 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.