



Advanced Negotiation Skills for Buyer Representation Part of The Professional Real Estate Negotiator (PREN) Certification

Course Syllabus

Professional Real Estate Negotiator (PREN) Certification

Course Title: Advanced Negotiation Skills for Buyer Representation

Course Format: Live, interactive 3-hour online session

Audience: Licensed real estate professionals with foundational negotiation training (AREN or equivalent)

Course Overview

In today's rapidly evolving real estate landscape, buyer representation is under increasing scrutiny — and opportunity. The **PREN Buyer Representation Course** equips real estate professionals with advanced, principled negotiation strategies specifically tailored for working with buyers in a transparent, trust-based, and results-driven way.

Rooted in **Harvard's principled negotiation framework**, the course provides agents with the skills and tools to:

- Build deep trust and credibility with buyer clients
- Present and defend their professional value clearly and effectively
- Secure exclusive buyer representation agreements with confidence
- Navigate and resolve objections while maintaining relationship integrity
- Align with the emerging expectations of regulators and consumers.

This course is part of the **three-part PREN (Professional Real Estate Negotiator)** designation. It builds on foundational concepts and challenges participants to elevate their communication, critical thinking, and client engagement practices.

Learning Outcomes

Participants will leave the course with the ability to:

1. **Establish Credibility Early**
Understand the neuroscience and psychology of first impressions and use evidence-based techniques to build trust and authority from the first contact.
 2. **Communicate Value with Clarity**
Articulate a compelling value proposition that resonates with today's informed buyers and differentiates the agent from transactional competitors.
 3. **Secure Commitment Through Authentic Dialogue**
Use principled negotiation to guide buyers toward exclusive representation with mutual respect and shared understanding — not pressure.
 4. **Handle Objections Gracefully and Effectively**
Deconstruct common buyer objections and use interest-based strategies to resolve concerns while strengthening rapport.
 5. **Stay Ahead of Regulatory Shifts**
Anticipate and adapt to policy changes and consumer trends by aligning negotiation practices with fairness, transparency, and fiduciary excellence.
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Course Topics

- The Evolution of Buyer Agency: What's Changing and Why It Matters
 - The Trust Trigger: Credibility, Competence, and Connection
 - Introduction to Presentation Theory
 - Psychology of trust and resistance
 - Your Value Proposition: From Features to Meaning
 - Exclusive Buyer Agreements: How to Ask, When to Ask, and What to Say
 - Objection Handling: Interest-Based Listening and Response Strategies
 - Role Plays and Feedback: Practicing Real Conversations in Real Time
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Teaching Approach

The course is taught live in a **highly interactive online environment** and includes:

- Expert-led instruction by seasoned negotiation coach Suze Cumming
- Research-backed concepts drawn from behavioural science and negotiation theory
- Real estate-specific examples and scenarios
- Peer discussion and small-group breakouts
- Hands-on role play exercises with personalized feedback

Participants consistently describe the learning experience as **transformative, confidence-building, and immediately applicable** to real-life client conversations.

Certification Pathway

This course is part of the **Professional Real Estate Negotiator (PREN)** designation. The full certification includes:

1. **PREN Buyer Representation** (*this course*)
2. **PREN Seller Representation**
3. **PREN Offer Negotiations**

Participants who complete all three courses and demonstrate engagement in live sessions receive the **PREN designation**, representing one of the most advanced negotiation skill sets in the Canadian real estate industry.