



Advanced Skills for Offer Negotiations in Real Estate Part of The Professional Real Estate Negotiator (PREN) Certification

Course Syllabus

Professional Real Estate Negotiator (PREN) Certification

Course Title: Advanced Negotiation Skills for Offer Negotiation

Course Format: Live, interactive 3-hour online session

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

Course Overview

Offer negotiation is the most dynamic and pressure-filled moment in a real estate transaction. It's where skill, mindset, and integrity converge — and where the most value is either created or lost. This course equips real estate professionals with advanced negotiation skills and frameworks to confidently navigate offer situations of all kinds, including multi-offer scenarios, price-sensitive negotiations, and emotionally charged interactions.

Drawing from the Harvard model of principled negotiation and informed by decades of practical real estate experience, this session guides participants in preparing, presenting, and negotiating offers in a way that serves both client success and long-term relationship integrity.

This is one of three courses to earn the Professional Real Estate Negotiator (PREN) designation.

Learning Outcomes

Participants will leave the course with the ability to:

1. Apply a structured, intentional framework to prepare for any offer negotiation
2. Stay emotionally regulated during high-stakes and fast-moving offer situations

3. Communicate clearly and credibly with clients, cooperating agents, and stakeholders
 4. Represent client interests through principled, interest-based negotiation
 5. Build trust and maintain professional relationships, even in adversarial conditions
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Course Topics

- **The Nature of Offer Negotiations**
An exploration of the complexity, pressure, and strategic opportunity present in offer negotiation conversations.
 - **Preparation for Offer Negotiations**
A deep dive into what must be prepared — practically, strategically, and psychologically — before and during offer negotiations.
 - **Managing Emotions and Staying Grounded**
Tools for emotional regulation, presence, and maintaining clarity when timelines are short and stakes are high.
 - **Negotiation Strategies**
Introduction and application of key strategies including:
 - Principled Negotiation
 - Anchoring
 - Zopa – Zone of Possible Agreement
 - BATNA (Best Alternative to a Negotiated Agreement)
 - **Multi-Offer Negotiations**
How to guide and represent clients in high-demand scenarios with confidence, clarity, and fairness.
 - **Real-Life Offer Scenarios and Role Play**
Practicing live negotiation simulations based on real-world market conditions, with personalized feedback and coaching.
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Teaching Approach

The PREN Offer Negotiation course is delivered through an engaging, live online session that includes:

- Instruction by Suze Cumming, founder of The Nature of Real Estate and seasoned negotiation educator
- Research-informed content based in behavioural psychology and principled negotiation theory
- Structured conversations and breakout discussions
- Scenario-based learning and live role play
- Reflective exercises to internalize strategies and elevate future performance

This course is highly interactive, immediately applicable, and designed to build the internal and external confidence needed to thrive in complex negotiation moments.

Certification Pathway

This course is the final of three required for the **Professional Real Estate Negotiator (PREN)** designation:

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

Participants who complete all three courses and demonstrate full engagement in each session will be awarded the PREN designation — a mark of excellence, professionalism, and skill in real estate negotiation.