



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

Course Syllabus

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Professional Real Estate Negotiator (PREN) Certification

Course Title: Advanced Negotiation Skills for Seller Representation

Course Format: Live, interactive 3-hour online session

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

Course Overview

Real estate markets are shifting — and so are the expectations of sellers. The PREN Seller Representation course helps real estate professionals elevate their conversations, strategies, and results when working with sellers by applying advanced, evidence-based negotiation skills grounded in principled negotiation theory and behavioural psychology.

Far beyond scripts and canned dialogues, this course explores the deeper dynamics of **trust, transparency, commitment, and influence** — empowering participants to approach the listing presentation as a collaborative, high-stakes negotiation.

Participants will learn how to:

- Build rapport and psychological safety with potential sellers
- Present and defend a professional value proposition with integrity
- Use real-time negotiation techniques within the listing conversation
- Handle resistance to pricing, commission, and timing with confidence
- Structure a relationship where commitment, clarity, and collaboration are central
- Build and execute an effective strategy to consistently obtain superior results for sellers
- Manage the seller and other stakeholder relationships throughout the selling process to create exceptional experiences and build long term advocacy.

This course is part of the three-part PREN (Professional Real Estate Negotiator) designation and is taught through The Nature of Real Estate's signature experiential learning model.

Learning Outcomes

By the end of this course, participants will be able to:

1. **Lead High-Trust Conversations**
Use neuroscience and behavioural insights to develop rapport and credibility quickly and authentically.
 2. **Demonstrate and Defend Value**
Move beyond commoditized service offerings and articulate a clear, meaningful, and research-backed value proposition.
 3. **Navigate Resistance Without Reactivity**
Address objections around price, commission, and timing using interest-based negotiation and calm, confident curiosity.
 4. **Engage in Collaborative Commitment Setting**
Set expectations with clarity and mutual respect, creating the foundation for a strong working relationship.
 5. **Anchor the Conversation in Client Interests**
Re-center listing conversations on seller motivations and aspirations — not just features, data, or tactics.
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Course Topics

- **Presentation theory applied to real estate**
 - **Understanding the psychology of prospective sellers**
 - **The structure of a listing presentation**
 - **Advanced communication skills**
 - **Principles persuasion processes**
 - **Building and executing winning listing strategies**
 - **Attracting offers**
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- **Seller Representation in an Era of Uncertainty**
Understanding the shifting real estate landscape and the role of principled negotiation in supporting clients during uncertain times.
 - **The Power of Mindset**
Exploring how curiosity, emotional control, and confidence influence outcomes — and how to cultivate a mindset that supports excellence in seller representation.

- **Building Trust and Influence**

Leveraging neuroscience and communication theory to create authentic connection, reduce resistance, and foster collaborative relationships with sellers.

- **Creating a Compelling Value Proposition**

Developing and communicating a value proposition that moves beyond features and services to meaning, insight, and ethical influence.

- **Negotiating the Relationship Contract**

Framing and facilitating commitment through mutual expectations, transparency, and integrity in the listing agreement conversation.

- **Handling Objections with Grace**

Addressing resistance around pricing, commission, and timing using an interest-based approach grounded in empathy, logic, and strategy.

- **Practicing Through Role Play**

Live, guided practice conversations designed to stretch comfort zones, increase confidence, and integrate learning in real time.

Teaching Approach

The PREN Seller Representation course is highly interactive and emphasizes real-time learning through:

- Expert-led facilitation by Suze Cumming, negotiation educator and founder of The Nature of Real Estate
- Structured discussion and breakout conversations
- Role play and real-play practice with individualized feedback
- Scenario-based exercises grounded in real estate-specific negotiation dynamics
- Reflection and integration to support immediate application

This is not a passive webinar. Participants will be fully engaged, supported, and challenged to evolve how they think, listen, and communicate with potential sellers.

Certification Pathway

This course is the second of three required to earn the **Professional Real Estate Negotiator (PREN)** designation:

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

Graduates of all three courses who participate fully in the live sessions receive the **PREN designation**, which represents a depth of training and ethical excellence unmatched in the Canadian real estate industry.