

# Commercial Real Estate Negotiations

September 28, 2017 | Albany, NY

Learn and apply the CCIM Interest-based Negotiations Model to your most challenging transactions. Learn new, proven strategies to client acceptance that will get you out of the “high/low game” and other tactics that can derail a successful transaction.

Interest-based negotiation is a three-step process that brings discipline to your negotiation strategies. It involves identifying:

1. What parties are involved in the negotiation, and what are they seeking?
2. What can we do to get the other parties what they need, so that we can get what we want?
3. What happens if there is no agreement?

## Course objectives:

- > Satisfy the interests of parties involved in the negotiation (without sacrificing yours);
- > develop strategies for identifying and addressing challenges in a principled, transparent manner;
- > maintain a collaborative approach to negotiations;
- > effectively communicate the consequences of not reaching an agreement.

## Session Dates, Time, and Location:

### LOCATION:

The Century House  
997 New Loudon Road  
Latham, NY 12110

### DATES:

September 28, 2017

### TIME:

8:30 a.m. - 5:00 p.m.

### Instructor:

Joseph Larkin, CCIM

### Tuition:

Member: \$220

Non-member: \$270

### Register by phone at:

(800) 621-7027, option 2

### Register online at:

[www.ccim.com/negotiations-courses/](http://www.ccim.com/negotiations-courses/)

*\* This course provides 7 Hours of NYS CE Credits for Brokers and Sales Associates.*



Upstate New York  
CCIM Chapter

