

Reminding you of higher priorities.

BEHIND THE SCENES IN REAL ESTATE



When you think of a "negotiator", why do caricatures come to mind? Maybe because that skill is so foreign to most of us that it really only takes place in commercials or sitcoms. (And we'd prefer someone else to do it for us.)

But in the real world of property negotiations, it is probably the most critical skill for a realtor who really cares about the best interests of his clients to master. Why? Because while you may think most negotiations take place between buyer and seller, they do not. They most often take place between the two realtors. Behind the scenes. So, in order to represent my clients well, I've got to be a strong advocate, an unwavering proponent for my clients. I take my fiduciary duty very seriously. If you look at my testimonials on the back side, you'll see that it is one of the single most appreciated traits mentioned. Because in my industry, it's not just getting you a low price for a hotel stay, it's strategizing and leveraging your position to get you the absolute best results for your housing. That's one of the reasons "When Home Isn't 1st" is so rewarding for me.



When HOME Isn't 1st

RON ARNOLD

The "When Home Isn't First" Team

Realtor® | BRE #01338671



Century 21
AWARD

OUR CLIENTS LOVE OUR ABILITY TO NEGOTIATE!

"After he found a buyer, he **negotiated** a final price above what we even expected." – Don and Alice Churchill

"We learned so much about asking prices, counter offers, choosing one offer over another, **how to counter offer**, and **how to close**." – Rob & Boni Shull

"You displayed a high level of **strength and skill in negotiating** for us as well as being highly articulate and confident in **negotiating** with the other realtor and her client." – Lou & Joyce Rohrs

"Not only did you **convince** the seller to take my offer over 3 other attractive offers, but at a lower price than I expected. Kudos to your **strong negotiating skills**." – Sandy Lou

"During the process Ron **marketed and priced** my property so well that I received over 7,000 views online, as well as 14 offers from interested buyers." – Rachel Naylor

"Ron was our **tenacious advocate**, absolutely going to the wall for us. We were impressed! He was professional, yet **savvy**." – Scott & Denise Ganser

"We know that your **expertise** resulted in our getting the best price for our home. Not only that but when our home went into escrow, we have no doubt that it was your **expertise** that caused the **deal to be closed**." – John & Diane Kiger

MISSION STATEMENT

To redefine success, in Real Estate, in a manner that places people as the highest priority by genuinely respecting, honoring, and protecting them, so that they will be advantaged to make decisions that are the most beneficial to themselves and to their families.



RON & SUE ARNOLD

The "When Home Isn't First" Team

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If your home is currently listed with another agent this is not intended as a solicitation. Info deemed reliable but not guaranteed.



Golden Key Award



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