

# GAIN *THE EDGE* IN REAL ESTATE.

## TNI THE ART OF NEGOTIATING REAL ESTATE 2014

ANNUAL CONFERENCE | THE N.Y.A.C., 180 CENTRAL PARK SOUTH, NYC | SEPTEMBER 9TH



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Presented by The Negotiation Institute, The 2014 Art of Negotiation Real Estate Conference is specifically designed to provide real estate professionals with a powerful set of strategic and tactical negotiation tools to overcome current challenges in the market, outperform expectations and succeed in the face of change.

The Art of Negotiation Real Estate Conference is a highly interactive program presented by distinguished experts from The Negotiation Institute faculty. The program includes a lunchtime roundtable of high-profile industry leaders discussing what it takes to gain "the edge" in today's real estate market. Speakers will present fresh perspectives on negotiation, sales, communication and influencing strategies that drive the bottom line in any transaction.

**REGISTER**

\$625 / PERSON\*

\*Includes networking breakfast, lunch and Event Workbook

### WHO SHOULD ATTEND

- » Realtors / Brokers
- » Residential / Commercial Sales & Leasing
- » Building / Property Managers
- » REIT / Institutional / Acquisition Managers
- » Permanent & Bridge Lenders
- » Mortgage Bankers
- » Owners / Investors
- » Developers / Contractors
- » Real Estate Lawyers / Corporate Counsel

### MANHATTAN VENUE

THE N.Y.A.C.

180 CENTRAL PARK SOUTH

NEW YORK CITY

(59th Street between Avenue of the Americas & Seventh Avenue)

The N.Y.A.C. (New York Athletic Club) is an iconic private social club occupying a central location in Manhattan, with panoramic views of Central Park

*When visiting the N.Y.A.C., please comply with the following Dress Code: Business attire, with jacket, at all times. Comparable attire for ladies. The following are never appropriate: Jeans and other denim wear; sneakers; shorts; t-shirts and athletic wear. Ladies may not wear halter tops, leggings and clothing that reveals bare midriffs. Your cooperation is appreciated.*

# CONFERENCE AGENDA

## 8:00 AM REGISTRATION & NETWORKING BREAKFAST

### 8:30 AM THE NEGOTIATION INSTITUTE FACULTY EXPERT LEE MILLER PRESENTS "NEGOTIATING REAL ESTATE: HAVING THE EDGE"

Regardless of the size of a property—when the time comes to sell, it is time to capitalize on the last opportunity to maximize return and close at the highest price. In this session, you'll discover how to maximize a variety of real estate transactions—closing more deals in less time while negotiating better terms. Through real-life, practical examples, TNI Faculty Expert Lee Miller will provide you with powerful strategies, tactics, tools and techniques that you can use immediately. He'll discuss how negotiating tools such as Legitimacy, Anchoring, Affecting Value Perception, Win-win Negotiating and "Listening Under" can be used to enhance every deal.



LEE MILLER is a Faculty Expert in Advanced Negotiation & Leadership at The Negotiation Institute. In addition Lee has authored *UP: Influence Power and the U Perspective – The Art of Getting What You Want* and is a contributing author to The Wall Street Journal's *Real Estate Journal*. He is an Adjunct Professor of graduate courses in influencing and negotiating at Columbia University School of Architecture and Urban Planning and was former Head of HR at TV Guide Magazine, USA Networks and Barney's New York. Lee has created an in-depth program that leverages his extensive experience in leadership positions to teach others how to successfully negotiate outcomes in their favor. A Former Board of Directors Member of the Washington State Bar Association and the American Repertory Ballet Company, Former Partner and Co-chair of the Employment and Labor Group at Shanley & Fisher, and Former Vice President of Labor and Employee Relations at R.H. Macy & Co. Inc., Lee has appeared on CBS's *The Early Show*, ABC's *Good Morning America*, *Fox and Friends*, ABC's *Money Talk*, NBC's *Today New York*, CNN's *Your Money's Worth*, CNBC's *Power Lunch*, Bloomberg *Personal Finance*, MSNBC's *Economy Watch* and NPR's *Morning Edition*. Lee graduated Harvard Law School magna cum laude.

## 10:30 AM COFFEE/SODA BREAK

### 12:00 PM LUNCHTIME PANEL DISCUSSION FEATURING REAL ESTATE INDUSTRY LEADERS AND OTHER SPECIAL GUESTS TBA, MODERATED BY THE NEGOTIATION INSTITUTE CHAIRMAN JACK SIMONY



JACK SIMONY (PANEL MODERATOR) is Chairman of The Negotiation Institute.

**THE NEGOTIATION INSTITUTE**



FREDERICK WARBURG PETERS is the President of Warburg Realty Partnership in New York City, and co-chair of The Real Estate Board of New York's (REBNY) Board of Directors – Residential Division.

**WARBURG**  
REALTY



JESSICA MILLER is a Commercial Real Estate Advisor in the McLean, Virginia office of Cushman & Wakefield and co-author of *A Woman's Guide to Successful Negotiating*, featured on *The Early Show* and *Good Morning America*.

**CUSHMAN & WAKEFIELD**



ILAN BRACHA is the Chairman of Keller Williams NYC and President of Bracha New York.

**kw.** Keller Williams Realty  
NEW YORK CITY

**bracha**  
REALTY



ERIC BRODY is the Director of Construction for Wonder Works Construction Corp., co-developer of the new residential condo 540West.



**540WEST**  
RESIDENTIAL

### 1:30 PM THE NEGOTIATION INSTITUTE FACULTY EXPERT MARC WAYSHAK PRESENTS "CHAMPIONSHIP SELLING: REAL ESTATE" In today's technology-saturated world, information is readily available. The Internet has changed everything for the client—not to mention for those hoping to win their business. This new environment creates tremendous opportunity for those with the right strategy. As Marc shares in this session, winning the business of well-informed individuals is very similar to winning in sports. Consistent success—both in real estate and on the field—requires a distinct strategy, a repeatable process and a clear plan to execute with commitment and passion.



MARC WAYSHAK is a Faculty Expert in High-Performance Sales & Sales Strategy at The Negotiation Institute and author of *Game Plan Selling*. Marc has developed an exclusive program that combines his experience as a business owner, extensive research and years of corporate training with his deep understanding of sports achievement as an All-American athlete and captain of the Harvard Rugby team. While obtaining his bachelor's at Harvard, Marc started what soon became one of the fastest growing event marketing companies in New England, with clients such as Subway Sandwich Shops, ExxonMobil, and Getty Oil. After selling his business, he began travelling the world sharing his sales strategies with organizations and individuals, transforming their processes to enhance profitability. Marc holds a Masters in Business from Oxford University's Saïd Business School.

## 3:00 PM COFFEE/SODA BREAK

### 3:15 PM "THE 3C INFLUENCING METHOD: "CONVINCE, COLLABORATE, CREATE" Whether you're negotiating real estate deals or providing goods/services to the real estate industry, it is crucial to incorporate the "3C Influencing Method" into your everyday practice. The 3C Method enables its users to understand the 'U Perspective' (How individuals approach a situation and what will motivate them to act) of potential buyers or sellers, of their clients, of brokers they are negotiating with and of the individuals that influence the principals and apply that knowledge to negotiate better outcomes. *Convince*: Use active listening and purposeful questioning techniques to understand your audience and enhance the perceived value of what you are proposing, in light of that understanding. These techniques draw on the psychology of persuasion, rhetoric and influencing principles. *Collaborate*: Understand how to work together to achieve a common goal that satisfies everyone's interests through problem solving and win/ win negotiating principles; *Create*: The session concludes with a fresh look at how to structure interactions with others to create new, more effective ways to achieve your objectives.

## 4:00 PM CLOSING REMARKS