

THE BLUEPRINT FOR ACQUISITIONS

5 STEPS *of* NEGOTIATION

THE JOE WAY





ACQUISITIONS

ABOUT THIS GUIDE

The 5 Steps to Negotiation framework is just one piece of the comprehensive Joe Homebuyer acquisitions training — a small glimpse into the full system our franchisees use to consistently close deals and scale their businesses.

CLICK TO WATCH THE ACCOMPANYING TRAINING VIDEO

This guide gives you a broad overview of the full acquisitions process — from first contact to close — while the video dives deep into one of the most critical skill sets: the 5 Steps to Negotiation.

We recommend reviewing both to see how our proven system works in action.



WHAT IS JOE HOMEBUYER?

Joe Homebuyer is a national real estate investing franchise built for investors who are ready to scale with systems, not stress.

We are not a coaching program or mastermind — we are a full-service franchise system designed to help you grow a real business. As a franchisee, you get an established blueprint, ongoing training, and hands-on support for everything from marketing and acquisitions to hiring and leadership. You stay in control — but you are never alone.

WANT TO LEARN MORE? Visit: joehomebuyer.com/lets-talk

LEAD MANAGEMENT & QUALIFICATION

MINDSET: Every New Seller Lead is a HOT LEAD

- **MOTTO:** "I never lose a hot lead."
- If a seller calls or responds, they have motivation—even if they don't show it yet.
- Assume they're reaching out to competitors.
- Speed to lead is critical.
- The first person to have a meaningful conversation with the seller has the best shot at the deal.
- **URGENCY WINS DEALS:** The faster you respond, the higher your conversion rate.

HOT LEAD PROCESS

- **GOAL: 90%+ LIVE ANSWER RATE**
 - Answer calls immediately whenever possible.
 - First contact wins more deals than follow-ups.
- **MISSED CALLS:** Call back within **2 minutes**.
- **WEB LEADS:** Respond within seconds.
- **IF NO CONTACT:**
 - Call, voicemail, text multiple times a day for 10 day
 - Skip trace additional numbers.
 - Stop by the property (same day if possible).
- Use multiple methods: call, text, voicemail, email (rotate them).
- **FLOW OF LEAD MANAGEMENT:** Right Person + Right Mindset + Right Timing + Right Method



**RIGHT PERSON +
RIGHT MINDSET +
RIGHT TIMING +
RIGHT METHOD**



WANT TO LEARN MORE? VISIT:
joehomebuyer.com/lets-talk

LEAD MANAGEMENT & QUALIFICATION - CONT.

COLD CALL FRAMEWORK

1. OPENING LINE

"Hi [Name], this is [Your Name] with Joe Homebuyer. I saw that you might be interested in selling your property at [Address]. Did I catch you at a bad time?" *[Chris Voss' "No-Oriented Question" lowers resistance]*

2. DISCOVERY QUESTIONS

"Can you tell me a little about your situation?"

"What's the main reason you're considering selling?"

"Have you spoken with other buyers yet?"

3. BUILD THE RELATIONSHIP (JHB METHOD)

"If I could help you solve [key concern], would you be open to discussing an offer?"

4. APPOINTMENT SETTING CLOSE

"Let's meet at the property. I can come by [option 1] or [option 2]—which works best for you?"



MAXIMUM LEAD CONVERSION - FOLLOW-UP

- **IMMEDIATE FOLLOW-UP:** Call back any missed leads within 2 minutes.
- Daily Follow-Up Sequence (Days 1-10):
 - Call, text, voicemail, email 3 times a day.
 - Mix different times of the day (morning, afternoon, evening).
- Long-Term Follow-Up (30+ Days):
 - Weekly text/call check-ins.
 - Monthly market update email.
 - Personal follow-up if motivation changes.



**REAL SYSTEMS
REAL SUPPORT
REAL RESULTS**

joehomebuyerfranchising.com

SETTING APPOINTMENTS & PRE-NEGOTIATION STRATEGY

MINDSET: Aim for a **ONE-CALL CLOSE**

- **MOTTO:** "My middle name is 'One Call Close.'"
- **TRACK CLOSING RATE:** What percentage of your deals close on the spot?
- **THINK FIVE STEPS AHEAD:**
 - **Decision Makers:** "Is there anyone who might feel left out or upset if we moved forward without them?"
 - **Competitor Question:** "Do you need to hear other offers, or if we meet and come up with something favorable, would you be open to moving forward today?"
 - **Time Gap:** Closing the time gap is key—get to the property ASAP.
 - **Discovering the Black Swan:** (Chris Voss concept) Look for hidden seller motivations.

APPOINTMENT CONFIRMATION SCRIPT

- "Hi [Seller's Name], just confirming our appointment for [date/time] at [property address]."
- "Is there anything I should know before I arrive?"
- "Will all decision-makers be present?"

OVERCOMING COMMON OBSTACLES

- **"I'M BUSY, CAN WE TALK LATER?"** -> "Of course! When's the best time? I'll make sure I'm available."
- **"I JUST WANT A BALLPARK NUMBER FIRST."** -> "I totally get it! The challenge is, every property is unique, and I want to make sure I give you a real number, not just a guess. Would you be open to meeting so I can take a quick look?"



WANT TO LEARN MORE? VISIT:
joehomebuyer.com/lets-talk

SETTING APPOINTMENTS & PRE-NEGOTIATION - CONT.

JHB METHOD

J - JOIN FORCES: Build genuine rapport (cannot be faked)

- "I appreciate you taking the time to chat today. Selling a home isn't easy, and I want to understand what's most important to you."
- Personalize the conversation, find common ground, and show empathy.

H - HEAR THE SELLER'S NEEDS: Ask calibrated questions to uncover true motivation

- "What's your main goal in selling?"
- "What's the biggest challenge for you in this process?"
- "If you could wave a magic wand, how would this sale go?"

B - BUILD A SOLUTION: Offer tailored solutions based on seller's needs

- "If we could structure something that meets [specific need], would that work for you?"
- "What if I could solve [their pain point] – would you be open to moving forward?"





5 STEPS of NEGOTIATION

THE JOE WAY

THE APPOINTMENT: IN-HOME VISIT & DISCOVERY

HOME VISIT FRAMEWORK

- **FIRST 30-45 MINUTES:** Not about price or property. Focus on connection and understanding their needs.
- **WALKTHROUGH:**
 - Take notes
 - Observe condition (big details)
 - Be conversational, not transactional
 - Mentally note any potential value you could provide during negotiations:
 - Hiring movers, covering moving costs, or providing storage solutions.
 - Securing temporary housing or their next home.
- **COMMITMENT BEFORE NEGOTIATION:** Ensure seller is willing to sell before discussing numbers.



FOLLOW THE JHB METHOD!

- J** - Join Forces
- H** - Hear the Seller's Needs
- B** - Build a Solution

MORE THAN DEALS. A MISSION WITH MEANING.

At Joe Homebuyer, we are a real estate investing franchise built on purpose. Our mission is to help entrepreneurs build systemized, scalable businesses that create freedom, not burnout.

We are guided by four core values:

HUMBLE — We lead without ego and learn from every experience.

HUNGRY — We work with urgency, ownership, and focus.

HONEST — We do the right thing, even when it is hard.

HEART FOR OTHERS — We care deeply about the people we serve, and those we serve with.



WANT TO LEARN MORE? Visit: joehomebuyer.com/lets-talk

NEGOTIATION MASTERY - THE 5 STEPS

1. GET THEIR "KITE PRICE" NUMBER

- Likely have this from the initial call.
- Hard to do Step 2 without this starting point.
- "If we work with you on X, Y, & Z, what is the very best cash price you would consider today?"

2. ANCHOR PRICE

- NOT a realistic number - it should solicit a NO response.
- NOT an offer, must sound like an idea.
 - "In a perfect world it would be great to be around \$150k"
 - "I imagine your other offers have been around \$150k"
- Designed to help gauge willingness to negotiate
- Good Rapport = More Tolerance for an Aggressive Anchor



3. THE QUESTION... "HOW CLOSE CAN YOU GET?"

- Tailor your approach to match the personality of the seller.
- Show empathy when they reject the anchor.
 - "We want to make this as big of a win for you as possible, but it doesn't do me any justice, or you any justice more importantly, for us to get to the day of closing and I can't perform at that price. Do you have any additional wiggle room?"
- Gauge willingness to continue to negotiate.

WHY JOE HOMEBUYER?

Joe Homebuyer is a national franchise built for real estate investors who want to scale with proven systems — not burnout.

We provide a blueprint for growth: marketing, acquisitions, dispositions, leadership, and operations all under one roof. With built-in support, expert coaching, and a mission-driven community, you get more than training — you get traction.

This is your path to a real business, not just more deals.

LEARN MORE: joehomebuyer.com/lets-talk

NEGOTIATION MASTERY - THE 5 STEPS

4. IF PRICE...VAGUE PRICE RANGE INCREASE

- Repeat #3
 - This process can take several attempts to solicit their lowest price.
 - Use the Anchor once again to realign perspective.
 - Once they are within the desired price range, re-confirm their commitment to closing.
 - Continue building rapport throughout negotiations.

5. VERY SPECIFIC NUMBER

- After building rapport, and negotiating to probe for their lowest price, give one specific price.
 - EX: \$388,750
- Close the deal.
- Remember that you should be balancing working WITH the seller, while doing right by both parties.



OBJECTION-HANDLING BATTLE CARDS

- Seller Says They Need to Think About It -> "I totally understand. What's the biggest thing on your mind that we haven't covered yet?"
- They Want to Get More Offers -> "That makes sense! What would make our offer the one you'd choose today?"
- They Want More Money -> "How did you come up with that number?"



YOU'RE NOT MEANT TO BUILD ALONE

Most investors hit a ceiling — not from lack of effort, but lack of structure.

Joe Homebuyer gives you the tools, team, and training to scale with confidence. This is more than a franchise. It is a tribe of growth-minded entrepreneurs who value leadership, family, and freedom.

Real systems. Real support. Real results.

Joehomebuyer.com/lets-talk



WHAT IS JOE HOMEBUYER

Joe Homebuyer is a national real estate investing franchise built for entrepreneurs who are ready to scale with proven systems.

We're not a course, not a mastermind, and not a one-size-fits-all coaching program.

We are a full-service franchise platform designed to help real estate investors build real companies — with structure, support, and scale baked in from day one. As a Joe Homebuyer franchisee, you get:

- An established blueprint for marketing, acquisitions, leadership, and operations
- Hands-on training and real-time support from operators doing seven figures
- A system that puts you in control — but ensures you're never alone

SCALE AS BIG AS YOU WOULD LIKE

Leverage our proven system and world-class support to tap into all 3 of the most lucrative real estate revenue streams, at the same time:



WHOLESALING



FLIPS



RENTALS

Do You Have Experience With One, Two, or All Three?

Whether you're already flipping houses, wholesaling, or building a rental portfolio — or you're just ready to do more with less chaos — the Joe Homebuyer system helps you scale smarter, faster, and with purpose.

Let's connect and explore how Joe Homebuyer can help you accelerate your growth, diversify your income, and build a business that works for you — not the other way around.

START THE CONVERSATION AT
joehomebuyer.com/lets-talk



HEAR FROM REAL FRANCHISE OWNERS

From the people who've built the business you're dreaming about.



JC Coulter
Fort Collins, CO

"Joe Homebuyer offers a clear training path for both founders and their teams. I don't have to reinvent leadership and sales systems—they're already built."



Kira Staggers
Raleigh, NC

"Now I think like a business owner. I'm building a brand, growing relationships, and creating impact—not just doing a job."



Jordan Budd
Winston-Salem, NC

"Joe Homebuyer has helped me do deals I never would've closed alone. But more than that, it's helping me build something my family can be proud of."



Amy McCracken
Denver, CO

"Who doesn't want to be better? That's the heartbeat of Joe: integrity, empathy, and becoming the kind of leader others trust."



Mark Gabryel
Tulsa, OK

"I ran my business like a part-time hustle—cheap cold callers, bad data, and no real processes. Joining Joe Homebuyer transformed everything. Their robust systems freed me to operate like a real business and focus on growth."