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SOUND OFF *Jean O'Neill*

## What is the hardest conversation to have with a client?



**T**he hardest thing to tell either a buying or selling client is that they can't have what they want.

For example, a seller receives multiple offers over list price, and you would think all is right with the world for them, but the buyer needs to be in within 30 days and the seller's destination won't be ready for 60 days.

This is where I step in.

As a Realtor part of my job is to provide solutions to problems like this and every problem has a

solution. The best outcomes are when both sides feel fairly heard and ultimately, they achieve the initial goal.

In this case, after a fair bit of negotiation, the buyer was able to delay to 45 days and the seller was able to get into his new place on that 45th day.

Another part of that same story is the buyer who didn't win the bid. It is difficult to tell someone that their best effort still did not get them the house they wanted. In our current

market, multiple offers are not unusual when homes are priced right and not everyone can win.

So this discussion involves how they can best prepare themselves to get that next house. Sometimes they have to rethink what it is they are after.

If they are going for homes at the top of their budget and getting outbid time and again, then they may have to consider what their priorities are — is it location, property, condition, amenities, style or square footage? And

then something has got to give.

Trimming your wish list can widen the search to include more options and the golden rule is there's a buyer for every house and a house for every buyer. And yes, it can be hard to rethink what you were after but you can't always get what you want — or can you?

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