

BECKI BOOR RECEIVES NEW

“CERTIFIED NEGOTIATION EXPERT (CNE®)” DESIGNATION

Professional negotiation skills are a must for all real estate agents helping home buyers and sellers, especially in the current market

Becki Boor, of Prudential Preferred Realty, has been awarded the Certified Negotiation Expert (CNE®) designation by the Real Estate Negotiation Institute (RENI). The CNE® is earned by real estate professionals after successfully completing formal negotiation training from. Agents who receive this certification are in the top 1% of all agents nationally.

With professional negotiation skills, agents are able to help clients obtain better results in the sale or purchase of their home. CNE® agents have a *powerful* competitive edge because of their ability to 1) communicate effectively to uncover more information, 2) help clients understand their options, 3) work collaboratively with others, and 4) resolve deadlocks. CNE® agents have a thorough understanding of how to negotiate effectively to help achieve their client's goals.

The Real Estate Negotiation Institute is the leading negotiation training and coaching company in the real estate industry. Tom Hayman, the CEO and Co-Founder of the Real Estate Negotiation Institute, is a professional negotiator with 35+ years of negotiation experience, including 25 years with The Procter and Gamble Company (Fortune 50 company). Hayman asserts “Any Buyer or Seller who hires a CNE® agent can feel confident they have one of the best trained negotiators in real estate. They should achieve superior results and have better resolution of all issues when represented by a CNE® agent.”

For more information visit www.theRENI.com.