

Template 1: Email / Script to Negotiate for Incentives

Use this template to initiate a professional, non-confrontational conversation about incentives with the developer's sales team. Adapt the highlighted sections to your situation.

SECTION	WHAT TO WRITE
Subject Line	
Subject	Enquiry Regarding Plot [Number] – [Development Name]
Greeting	
Opening	Dear [Sales Adviser Name],
Body	
Thank you	Thank you for taking the time to show me the development and discuss Plot [Number] during my recent visit.
Interest	I am very interested in the property and am currently reviewing my options before making a final decision.
Context	I have been comparing a few developments in the area and wanted to understand whether there may be any flexibility on incentives available for this plot.
Incentive enquiry	Are there currently any incentives available such as deposit contributions, stamp duty support, flooring packages, or other support for buyers reserving this month?
Decision timeline	I am hoping to make a decision in the near term, and understanding what may be available would be very helpful in finalising my plans.
Closing	
Sign off	Thank you again for your time, and I look forward to hearing from you. Kind regards, [Your Name] [Your Contact Number]