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Metropolitan Builders & Contractors
Association of New Jersey

Everyone Wants Options

Options, we all want them. In today's society our audience wants options. If you do not provide them, no matter the industry you are in, you could be left behind. Both sides of the equation are missing out if they do not explore their options. The seller's side and the buyer's side.

With all that we have today, there is no reason not to provide options or inquire about them. There are only 2 reasons that you would not go down the "options" road. You are trying to avoid doing more work or that it is not important to you. Again, this applies to both sides, buyer and seller.

No matter the industry or product, options should be explored. Yes, the alternative may not work out, but at least you tried. There is still a benefit. The benefit is that you are now educated. You learned. Personally, I would rather have a choice and learn something versus just having a choice.

Recently I purchased new windows for my home. The salesman gave me options. The options were good, better and best. It was that simple.

There are times when an option is not available due to the circumstances. That is ok, as not all situations turn out to be perfect. The end result is still that both sides are more educated then when they started the engagement.