



19210 S. Vermont Avenue, Building A, Suite 100
Gardena, CA 90248
Phone: (310) 538-0233
www.irwaonline.org



Principles of Real Estate Negotiation

200 - Principles of Real Estate Negotiation

October 19-20, 2026

Arlington, TX

Credits: 16 QEU/CEU

Credentialing

- **New SR/WA:** A core course that is a requirement for the RWA certification.
- **Industry:** A core course that can be applied towards all 4 pathways for the RWA certification.
- **Specialist:** A core course that is a requirement for the R/W-URAC certification and an elective for the R/W-AMC, R/W-EC, and R/W-NAC certifications.

Topics

- Overview of types of negotiations
- Pre-negotiation “must do’s”
- Creating your own individual negotiation style
- Communicating effectively throughout the negotiation process
- Negotiating with attorneys and other “powerful” owners
- Common issues, tactics, and pitfalls in negotiations
- Preparing for administrative settlements, legal settlements and condemnation

Course Tuition Includes

- Learning Guide

Recommended Material

- *Successful Communication and Negotiation* Textbook (separate purchase; available through [IRWA's Publication Store](#))

Instructor

Lacie M. Jones, SR/WA, R/W-NAC, R/W-RAC, R/W-URAC
Marcus Boyd, SR/WA, R/W-RAC, R/W-NAC, R/W-URAC

200 - Principles of Real Estate Negotiation

Instructor

Lacie Jones, SR/WA, RW/-URAC, RW/NAC, RW/RAC, CFM holds a Bachelor of Business Administration and has been in the right-of-way industry for over 12 years. Since joining IRWA in 2013, she has served her chapter in the following capacities: YP Chair, Social Media Chair, Chapter's executive board and the Education Chair. She currently serves as the Region 2 Secretary/Treasurer and the Region 2 Representative for the International Relocation Assistance Committee. Lacie has been awarded as Chapter 33's Young Professional of the Year in 2014/2015 as well as Professional of the Year for 2016/2017 and again in 2022/2023. She is a certified CLIMB instructor for the IRWA.

Marcus Boyd, SR/WA, R/W-RAC, R/W-NAC, R/W-URAC is the President of Pinnacle Consulting Management Group, Inc. Pinnacle is a professional right of way, land acquisition, relocation assistance and survey company. Marcus has been in the Right of Way business for over 20 years, earned his R/W-Relocation Assistance Certification in 2009, the SR/WA designation in 2011, the R/W- Uniform Act Certification in 2016, and the R/W- Negotiation Assistance Certification in 2017. He has business marketing and management degrees from Texas Tech University and is a licensed Texas Real Estate Broker.

Marcus is currently the Region 2 Chair and has served the North Texas Chapter 36 as Chapter Director, President, Vice President, Secretary, Membership Chairperson and Professional Development Committee Chairperson. Marcus enjoys spending time with his wife, his son, and his two daughters.

Location

Trinity River Authority 5300 S Collins Arlington, TX 76018
Participant Capacity: 20 Start time: 8am Central

Course Coordinator

Blayke Dangelmayr
Phone: (479)249-4882 - E-mail: blayke@pyleswhatley.com

IRWA Member Tuition

\$415.00

LATE: \$490.00

IRWA Non-Member Tuition

\$575.00

LATE: \$650.00

PDF of Course Materials

FREE

Printed Course Materials

Purchase Online

Total Tuition Amount

Late fee effective on October 9, 2026

*An electronic copy of your course material will be added to your IRWA Account once your registration is completed.
Printed course materials are only available for purchase until 10 days prior to the class start date.*

Register online at www.irwaonline.org / Fax this entire page to IRWA HQ: (310) 538-1471

REGISTRANT INFORMATION

NAME FIRST NAME/ LAST NAME _____ TITLE _____
COMPANY _____
ADDRESS _____ CITY, STATE, ZIP/POSTAL CODE _____
PHONE _____ MEMBER ☐ YES ☐ NO MEMBER ID NUMBER _____
EMAIL ADDRESS _____

SELECT PAYMENT METHOD

☐ Credit Card

☐ Check

VISA, MASTERCARD, AMEX, DISCOVER ACCEPTED

NAME ON CARD _____ CARD TYPE VISA/MASTERCARD/AMEX/DISCOVER _____
CARD NUMBER _____ CARD EXPIRATION _____ CVV _____
SIGNATURE OF CARDHOLDER _____ DATE _____

Cancellation Policy: All classes scheduled by IRWA are subject to cancellation. All class registrants must contact the Course Coordinator prior to making travel arrangements, keeping in mind that the class may be cancelled at any time (for reasons including, but not limited to, insufficient registration, Instructor emergencies or other issues beyond the control of the chapter and/or IRWA). Fully liquidated damages for any losses incurred by a class registrant are limited solely to a refund of the registrant's prepaid class tuition. IRWA and its chapters assume no other registrant liability resulting from class cancellation.

Tuition Refund Policy: Written notification of intent to cancel registration must be received via email by both the Course Coordinator and IRWA Headquarters Education Staff (education@irwaonline.org) prior to the class start date in order to be eligible for a tuition refund. A full tuition refund will be issued if notice is received 15 days or more prior to the class start date; a 75% refund will be issued if notice is received less than 15 days prior to the class start date, and no refund will be issued for notice received on or after the class start date.