

CHAPTER 9

Pick Your Partner, Dough-C-Dough

"One, two, three, four, five . . . Park Place? It's unowned! I'll buy it. Now all I need is Boardwalk and I'll have myself a complete color group." We all say something like this during every game we play. If it's not about Boardwalk and Park Place, then maybe we have two Orange properties and need the third one. We were lucky enough to get two properties—why shouldn't we be just as lucky and get the third?

Don't hold your breath. The chances are, only once in every 11 games will you be the first player to land on every property in a three-property color group. For the two-property color groups, you will be the first one to land on both properties about once in every eight games (and one of those groups is the Purples!). It looks as if you'd better find something other than your luck to pull you through.

Well, suppose you try a trick that you now have up your sleeve. You own Park Place and you want Boardwalk, so the thing to do is to increase your chances of getting Boardwalk by buying one or two other players' options on Boardwalk. You discreetly ask one of your opponents for what price he would sell his option on Boardwalk. He smiles and replies, "\$1000."

"A thousand dollars," you scream. "That's outrageous!" Meanwhile, the other players quickly agree that they would never sell their options for less than \$1000. It looks like your opponents are putting a squeeze on, so options are out of the question for the time being. But you are not beaten so easily, so you sit back and wait patiently.

It doesn't take long for disaster to strike. Not only does someone land on Boardwalk before you do, but it's none other than Cathy Cautious, the last person in the world you wanted to have to deal with. Cathy Cautious is always "out to lunch," if you know what we mean. She likes Boardwalk because of the nice \$50 rent and sees no reason to do anything but relax and contentedly collect \$50 every time someone lands there. This could pose a pretty tough trading problem!

Here's how Mr. Expert would handle things. His first step is to make a few tentative propositions:

MR. EXPERT: Cathy? . . . CATHY?

CATHY CAUTIOUS: Wait a minute, I'm counting my \$1 bills. I'm almost finished . . . There, I'm done.

MR. EXPERT: How would you like to sell me your Boardwalk?

CATHY CAUTIOUS: Not really.

MR. EXPERT: Perhaps you'd like to trade it for one of my properties. I own a lot of nice properties.

CATHY CAUTIOUS: Do you have any properties with bigger rents?

MR. EXPERT: Well, I could give you my three Railroads. They have a rent of \$100!

CATHY CAUTIOUS: No, I can't build houses on the Railroads. Besides, why should I trade Boardwalk? It's the best property on the board! Look, with a hotel I can get \$2000!

MR. EXPERT: That's true, but you can't build a hotel unless you also own Park Place, and at the moment I have Park Place.

CATHY CAUTIOUS: Oh. Well, I guess \$50 is plenty for me.

MR. EXPERT: Wouldn't you rather collect \$2000?

CATHY CAUTIOUS: But you just said I couldn't unless I owned Park Place too, and you own Park Place.

MR. EXPERT: Maybe we can make some sort of a deal where we can both do very well.

CATHY CAUTIOUS: I don't know about your "deals." Let me hear about it first.

Assuming you've done as well as Mr. Expert has so far, you're still going to have to come up with a pretty good deal to convince "out-to-lunch" Cathy to part with her treasured Boardwalk. Here's one idea that might work:

You remember that in an option agreement one player gives up cash now for the promise of a property later. Why not turn that idea around to fit your present circumstances? Instead of giving *cash now* for *property later*, why not find a way for a player to give *property now* for *cash later*?

The way is called "revenue sharing." It works this way:

1. *One player contributes property to complete another player's color group.* By completing the color group, the other player can begin building and collecting 10–100 times what he was collecting before.

2. *As compensation for receiving the property, the new owner of the color group promises the player who contributed the property that he will pay him a percentage of all cash revenues (rent money) which he ever collects on that color group.* A standard percentage to give to the player who surrenders his property is 50%.

Let's see how Mr. Expert would use the concept of revenue sharing to make a trade with Cathy:

MR. EXPERT: How does this deal sound, Cathy? If you give me Boardwalk, I'll build houses on the complete color group and give *you* half of any money I collect there.

CATHY CAUTIOUS: You want me to *give* you Boardwalk?

MR. EXPERT: You are not *giving* me anything, we are combining together. You let me hold the properties and we'll split the profits. In just a short while, we'll be rolling in dough. The combination will help both of us.

CATHY CAUTIOUS: If it will help us both so much, why don't you give me Park Place? After all, I have the expensive property and you have the cheaper one.

MR. EXPERT: Listen, Cathy, it's not important who has the expensive property and who has the cheap one. The important thing is that I have lots of cash to buy houses with, and you don't.

CATHY CAUTIOUS: If I give you Boardwalk, you'll be spending *your* money to build houses, not mine?

MR. EXPERT: That's right. I'll spend my own money to pay for the buildings, but I'll give you half of any money I collect.

CATHY CAUTIOUS: But suppose I land on them myself. Do I have to pay you?

MR. EXPERT: I'll give you immunity too. You will *never* have to pay as long as I own those properties.

CATHY CAUTIOUS: Let me get this straight: I give you Boardwalk, you build houses on the color group out of your own money, and I get half the money you collect on *either* Boardwalk *or* Park Place. On top of that, I never have to pay you rent on Boardwalk or Park Place if I land on them. Is that your offer?

MR. EXPERT: That's it. The more I build, the more money I collect. The more money I collect, the more profits we can split. We both benefit!

CATHY CAUTIOUS: I'll take that trade any day of the week! I give up only one property, and in return I get immunity and a promise of a lot more money in the future.

MR. EXPERT: So it's a deal then?

CATHY CAUTIOUS: It's a deal!

Welcome to the world of partnerships! Not partnerships in the real-world sense, where there would be two owners of the same property (that's illegal under the rules), but Monopoly game partnerships. Why call it a partnership if there aren't two owners? We refer to it as a partnership because both players continue to have an interest in the color group, even after the first part of the transaction is completed.

A Monopoly game partnership is defined as any

agreement in which one player gives property to complete another player's color group and in return receives a promise of immunity and some percentage of revenue sharing. Other considerations might be given, but any time there is both immunity and revenue sharing, a partnership has been formed. The person who owns the properties can be thought of as the landlord of the buildings. The other player can be thought of as an investor (he invested his property). Although the landlord is the person who actually collects the rent money, he owes a portion of his rent to the investor. The result is a private arrangement between the investor and the landlord.

Partnerships can make things a little more complicated and a lot trickier. Unless you know the ins and outs of private arrangements, partnership agreements can be full of dangerous traps. But don't be alarmed. A player who *does* know what he's doing and knows how to convince other players to form partnerships has a tremendous edge, an almost unbeatable edge. A player who isn't familiar with partnerships is no match for one who is. Let's examine some of the specific strategies that the skilled partnership architect uses:

A PARTNERSHIP IS A PRIVATE ARRANGEMENT, JUST AS OPTIONS, FREE PASSES, FREE LANDS, AND IMMUNITY ARE PRIVATE ARRANGEMENTS. As such, it has all the inherent advantages and disadvantages of any private arrangement. If you own the Yellows and have promised Peter Partner half of the rents you collect, Peter is no longer, entitled to collect half the rents from the *new* owner if you trade those Yellows away. A partnership agreement is very fragile.

THE OWNER OF A COLOR GROUP, EVEN IF HE HAS PROMISED HALF THE RENTS TO A PARTNER, IS STILL THE SOLE OWNER OF THAT COLOR GROUP. None of his rights of property ownership are altered in any way from those established in the

rules. His partner may make no decisions concerning the administration of the property. For instance, the partner may not buy or sell houses, mortgage the property, or sell it to another player. He is like a bondholder in a company. He gets his money, but he makes no direct contribution to the actual day-to-day operations of the corporation. All he can do is collect his money and give advice if it is requested.

THE OWNER OF THE COLOR GROUP HAS TREMENDOUS ADVANTAGES OVER HIS PARTNER. The importance of ownership should never be underestimated. By forming even one early partnership in which you are the owner, you can win the game. Why all the emphasis on being the owner and not the partner? Let's re-examine the entire partnership arrangement, this time with the tools of investment analysis.

Going back to our last example, we see that Mr. Expert now owns Boardwalk and Park Place. At first glance, the inexperienced player would say that Cathy Cautious did pretty well for herself. After all, Mr. Expert does have to pay for all the houses with his own money, and the critical level is pretty expensive to reach on the Dark Blue group ($6 \times \$200$ per house = \$1200). And then he still pays Cathy half of whatever money he collects from rent! It doesn't look like Mr. Expert was so smart after all. But let's look even closer.

Mr. Expert has, in fact, kept three out of the four advantages of owning a color group completely within his control! Here are the four advantages and the way they were affected by the formation of the partnership:

1. Bankrupting power. As owner of the Dark Blues, Mr. Expert retains all the bankrupting power of the color group. When he only owned Park Place, he had no bankrupting power whatsoever. Now, even though he has a partner, he is the owner of a powerful color group which is easily capable of bankrupting other players.

QUESTION: What happens if Mr. Expert bankrupts another player and obtains all of the bankrupt player's properties? Is he obliged to give half of them to Cathy?

ANSWER: *No!* Mr. Expert agreed to divide the *cash* rents he collected, and no more. It is also obviously impossible to tear a property in half, even if he wanted to.

In most partnership trades, this tremendous advantage for the owner is overlooked. If the question arises, the owner should explain that his ability to drive another player into bankruptcy is fair compensation for all of his expensive investments in buildings. A shrewd player will try to minimize the importance of the bankrupting power by pointing out how far away everyone is from bankruptcy, all the while remembering how important the power to bankrupt is to any winning strategy.

2. *House-soaking power.* Mr. Expert, as the owner of the Dark Blues, has sole control over when houses get built and when they get torn down. Although the Dark Blues are not very efficient for soaking up houses, they are useful in bidding for houses during a housing shortage, and whatever house-soaking power the color group possesses, it is certainly under Mr. Expert's control. It is also possible to form a partnership on the Light Blue group, for instance, in which case the owner would have an even more significant house-soaking and house-releasing advantage.

3. *Glamour power.* If Mr. Expert ever decides that paying Cathy half of all the rents he collects is no longer profitable, he can always trade the color group away. It would cost him some money, as he would have to sell expensive houses back to the Bank for half price (no color group may be traded while houses are still standing on it), but Mr. Expert could work that cost into the trade. If he were to decide to trade the Dark Blues to another player, there would be nothing that Cathy Cautious could do except become very angry. The owner of a property can trade or sell that property at any time

during the game, to whomever he wishes. In a partnership, the owner does not suffer nearly as much from the trade of the color group as the partner does. While the owner gets compensation from this second trade, his partner ends up with nothing. There is little that Cathy can do if Mr. Expert wants to use the glamour of the Dark Blues as bait in a trade.

4. *Profit-earning power.* Where actual cash revenues are concerned, Mr. Expert has given up half of all the rents he collects, and Cathy is on an equal footing. This is a small price to pay, considering all the other advantages which Mr. Expert has acquired. But there is still another advantage which becomes especially significant in this situation: *the owner of a property has the power to decide whether or not, and in what form, he collects the rent owed to him.* Mr. Expert only agreed to pay Cathy "half the cash revenues which he collects." (If he was careful, he put the whole thing in writing.) That leaves a good deal of leeway for some financial maneuvering with the profit-earning power of his color group. For example, he could accept property, options, free lands, or any such item instead of payment, whenever his opponents land on the Dark Blues.

QUESTION: If Mr. Expert was supposed to collect \$1100, but instead accepted a property, does he owe Cathy Cautious any money?

ANSWER: *No!* The agreement stated that Mr. Expert owes Cathy one half the *cash revenues collected*. If he doesn't collect any cash, he doesn't owe Cathy any.

Mr. Expert can do whatever he wishes with regard to the actual collection of rents on the color group. He may grant immunity to other players, give free lands, give free passes, or fail to ask for the rent (accidentally or on purpose), just as if he were the owner of the color group without any partner.

On all four advantages, Mr. Expert has the upper

hand. Using the strategy of partnerships, you can do the same in your games.

It's going to be a lot of fun for you to try to convince your opponents that you're offering them a fair deal when you know how advantageous that deal really is for you. You saw how convincing Mr. Expert was when he spoke to Cathy. Here are some pointers to keep in mind when you are negotiating to form a partnership:

1. Make it clear that the partnership will benefit *both* players.

2. Point out that you will be paying for all the houses that you buy. All your partner will have to do is collect the money without lifting a finger.

3. Play down the importance of the touchy advantages of ownership, should they come up. If your partner questions you on taking property instead of cash, tell him that it would be impossible for you to rip a property in half. Besides, players rarely offer property, and you need the cash anyway.

4. Stress the idea that if you can cooperate now, you and your partner could also cooperate and help each other later.

5. If your partner asks about what would happen if you bankrupt another player, explain that you would get the properties, but this is your only compensation for the costs of building. You can also explain that by the time anyone goes bankrupt, the entire game will be very different.

6. Play down the possibility that you could trade the property away and destroy everything. Agree to build houses immediately if that will reassure your partner. Use the argument, "After all, why should I mess things up if I already have a good thing going?"

7. Never antagonize your partner any earlier than is absolutely necessary. Other players will be watching to see if your deals are as fair as you say they are. If it isn't necessary to take properties instead of rent money, then don't. Paying your partner half the rent money you col-

lect builds up your reputation for fairness and your credibility with the other players. Your reputation is very important. Players will not trade with you if they see that you once turned around and hurt your partner the minute you completed a trade.

8. When it is time to explain something unfortunate to your partner, do so gently and with sympathy. Your partner is likely to get very upset when someone goes bankrupt on your color group and he gets none of the properties. Never let it appear that you tricked him into agreeing to something which he did not understand, or that you are twisting his words to take advantage of him.

9. Try to form partnerships as early as possible. This is really only another way of saying that the earlier you acquire your own color group, the better off you are.

10. Never tolerate a grabby partner. The correct procedure for collecting rents is for the rent to be first collected by the owner. *Then*, the correct percentage must be given to the partner. Don't let your partner collect "his half" straight from the debtor. The private arrangement is between you and your partner, not between the debtor and your partner. If you make sure that you are always paid the full amount first, it is very clear who is the owner and who is the partner. Your partner may *never* demand money from the player who landed on *your* color group. If the owner fails to ask for the rent, then no rent is collected—it's that simple. Your partner cannot do the asking for you, just as he cannot mortgage properties in your color group.

11. Sometimes your partner will want to contribute cash to help your building effort. He might realize that the more houses that are built, the more money he will be receiving. He's correct, and you should feel fortunate that your interests coincide with his. But be careful:

a. Your partner may *not* buy the houses himself and put them on your color group. He must first transfer the cash to you by buying something (like a "Get out of Jail Free" card or the Water Works—you can always buy it back for \$1 later). *You* must then buy the houses for *your* color group. This two-step process must always be

respected; *no player may ever build on another player's color group.*

b. If you sell your houses, even if your opponent helped to pay for them, he does not receive any money for their sale. You should make it very clear to your partner whenever he transfers money to you for house-building that he has no financial interest in those houses. You are the owner of the color group and all improvements on them, and you may do with them as you wish. Your partner may never contribute money for houses on the condition that you will never sell those houses. This would be an illegal restriction on the rights of a property owner. If your partner objects to such rules, point out that you will be quite happy to spend your own money to buy the houses—just as soon as you can afford them.

Do not get the idea that a partnership is no more than a nasty trick which benefits only the owner, or that once your friends understand the powers of ownership, no one will ever form partnerships again. *A partnership really does benefit both players.* It just benefits the owner much more. It is quite possible (in fact, it is very common in expert play) to find compensation for the partner. This compensation can take the form of the options and/or partnerships on second and third color groups. Large minimum building requirements can reduce the danger that immunity and half profits will be nullified by a trade. Formation of a partnership with one player could also force another player to make a favorable trade with you, the partner, when he would not have been willing to make that trade before. As long as you are fully aware of the dangers involved, it is quite reasonable for you to want to form a partnership, even if you are forced to allow the other player to become the owner. Until you are fully comfortable with the theories of partnership strategy, however, it is much quicker and simpler if you can arrange to be the owner in a partnership. Don't make your life any more complicated than you have to!

The last three chapters have introduced the major offensive tactics for winning Monopoly games. Combining these tactics with the new strategy considerations to be explained in the next several chapters will enable you to demolish any amateur. But should these not be enough, there are still plenty of unusual ploys and humorous tricks left to go. Next, we will examine the way some of the offensive weapons can be best used in light of some general trading principles and priorities.

CHAPTER 9 SUMMARY

- I. Revenue sharing—property now for cash later.
- II. Partnerships—immunity plus revenue sharing.
- III. A partnership is a private arrangement.
- IV. The owner is still sole owner.
- V. The owner has advantages.
- VI. Fine points of partnership negotiation.
- VII. Partnerships really benefit both partners.

CHAPTER 10

Trick or Trade

You know what to trade and you know the value of each of the various trading devices. Now comes the difficult part: the arts of *knowing when to trade* and *knowing how to "talk a trade."* Many players can do one, but not the other. A successful trader must be able to do both. One of the reasons that Monopoly games are so much fun is that they force players to combine the skills of the banker, investor, landlord, builder, and salesman. This chapter will emphasize the profession of salesman.

It has been said that a smooth salesman could sell sand to the Arabs or ice to the Eskimos. What are the characteristics of the successful salesman which are most applicable to Monopoly?

1. He knows when the mood of the game is ripe for a trade.
2. He can spot a bargain and pursue it.
3. He knows the true value of what he is buying and selling.
4. He understands his opponents and uses the appropriate form of delivering his sales pitch.

This chapter will review each of those characteristics in detail, explaining the correct application of each one to the game plan of an expert.

The first requirement of a good trader is that he *know when to speak up*. Usually, players are most receptive to trade offers if:

- a. *They're in big trouble and need help,*

b. *They're aggressive and want to improve their position, or*

c. *They have seen a prediction which you made earlier come true.*

Of these three reasons, the first one is the most obvious. When a player has suddenly landed on an opponent's property with an expensive hotel, even the quietest players liven up. This is the best time to make trades, since a drowning player has little choice but to accept any lifeline thrown his way. A word of caution here: Monopoly is a game of intense pride for many players, and they would rather go bankrupt than be forced to accept a ridiculous, humiliating deal. (This attitude will be explored more thoroughly in Chapter 12.) Therefore, a good salesman trades on the best terms he can get when dealing with a player in deep trouble, taking extra care not to embarrass him or take unfair advantage of him.

A player can be in serious trouble without actually landing on an opponent's property. Many players are smart enough to see when things are about to take a turn for the worse. Instead of waiting until their backs are against the wall, they are willing to talk about protecting themselves in advance. A shrewd trader can spot such opportunities to give protection. For instance, suppose your opponent Don is approaching the Red group owned by Jeff. Throughout the game, Don has been threatening to break Jeff's arm if he doesn't tear down his hotels on the Red group. Jeff has constantly refused (after first checking to see if his Blue Cross covers damages from enraged Monopoly players*). Now, Don is sitting on the Pennsylvania Railroad, in perfect position to land on those hideous hotels which are six, eight, and nine squares away. Don has almost no cash and is jealously eyeing the \$1500 sitting in front of you. He knows, being a smart trader himself, that if he waits until he lands on Jeff's hotel, he will be in a terrible position to bargain. *Nobody likes to bargain from a posi-*

* Most Blue Cross policies do not provide compensation for injuries resulting from war.

tion of weakness. Therefore, Don, realizing that he is in serious danger of landing on the Reds, turns to you and offers to make some sort of trade. This is a great time for you to buy Don's option on the third Light Blue property which you have been trying to get. You could probably buy the option for much less than you normally could. If you are especially sharp, you might try to buy his option on one of the properties which is crucial for another player. In any event, whenever your opponents are in trouble, or *think* they are in trouble, it is a golden trading opportunity.

The second situation which a good trader looks for is the presence of an aggressive trader. This is the guy who is always offering the worst deals at the loudest volume. Some of his standard suggestions:

"I'll give you \$175 for Boardwalk . . . Too low? \$200!"

"I'll trade you any one of my Railroads for that Maroon property."

"Sure I'll give you Park Place. You give me all your money and all your properties!" (This is known in tournament circles as the D.F. strategy, after a friend of ours who invented it.)

Every game has a player like this. You must be very careful not to associate your good deals with his attempted robberies. However, you can use this type of player to your advantage. The odds are good that he has no idea of the true significance of many of the ingenious offers which you can propose to him. Look at the following example where Larry Loudmouth tries to acquire the third Railroad owned by Mr. Expert.

LARRY LOUDMOUTH: Hey, Mr. Expert, I'll give you \$300 for your Railroad. You paid only \$200 for it—you'd make a 50% profit!

MR. EXPERT: Sure, if you also give me immunity from paying on all your Railroads and a promise to buy and give me Illinois Avenue if you ever land on it.

LARRY LOUDMOUTH: What?

MR. EXPERT: If you really want the Railroad, I'll sell it

to you for \$300 if you agree that I never have to pay rent on any of your Railroads, and if you promise to buy Illinois Avenue and give it to me free if you ever land on it. Don't you understand?

LARRY LOUDMOUTH: Yeah, I do. (*He hesitates, wondering if he's been outsmarted.*) Okay, that's fine.

The best way to trap an aggressive player is to catch him at his own game. Aggressive players will rarely admit their mistakes or their ignorance. Use this opportunity to slip a few fast ones by them. The other players in the game will probably be very happy to see Larry Loudmouth eat his words and lick his wounds.

The third situation in which players are most receptive to trades is the trickiest one to judge. Usually, when you have made a prediction earlier in the game and that prediction has proved itself accurate, it is a good time to speak up. Depending on what the other players in the game are like, you might suggest a trade, using the tone of, "You didn't listen to me before. Now, see what happened?" The risk here is that your opponents might not want to be reminded that they made a mistake in not listening to you the first time. The proper approach is to hint subtly that the last prediction was insignificant when compared with the disaster approaching if some sort of agreement isn't made right away. Scare tactics as this one should be attempted only after a good deal of patience, and after all other logical approaches to set up a trade have been exhausted. However, once in a while it is fun to be able to pat yourself on the back and sneer at your unyielding opponent, "I told you so!"

The second characteristic of a crack salesman is his ability to spot a bargain. Suppose that Bob Builder wants to raise cash so that he can build a few more houses on his color group. As far as Bob Builder is concerned, he has only one thing to sell—his properties. (We are assuming that he hasn't already read this book and is not yet familiar with options, free lands, and reve-

nue sharing.) He reluctantly asks the other players in the game if they would like to buy one or two of his properties. At this point, one of two things can happen:

a. The vultures in the game, all thinking that they can make a killing, quickly swoop in and try to make a fast deal for the property of Bob's that they really need.

b. Nobody is really interested in buying Bob's properties, since either his prices are too high or his properties aren't very valuable.

If everyone, smelling a sale, jumps at Bob's offer, you should wait patiently until the screaming has stopped before making your move. If it looks as if Bob is about to make a quick sale, however, stop him. Explain that you'll buy a property that he doesn't even own—an option. Since Bob was probably reluctant to sell his property in the first place, this should appeal to him. If there are no options worth buying, try to undercut your opponents by offering things which they can't offer. If you have a developed color group, offer a free land and \$200 cash for one of his juiciest properties. If Bob is interested only in raising cash, use your ingenuity in combining the tactics and devices which you have learned to make sure that he will make the trade with *you*.

If Bob's offer draws no serious bids for his property, this is a good opportunity for you to pick up a property very cheaply. If he needs cash, you should *not* offer to buy a utility or a Railroad (unless you own the other three Railroads). If you don't want to buy whatever Bob is offering, or you have no money, this can still be the perfect time for a counteroffer. You can be sure that Bob will be listening and willing to trade, so use the opportunity to make him an offer he can't refuse. He'll probably insist that you discuss buying his Water Works, but when he sees that you are more interested in something else, he may come around to what you really want to buy.

The next salesman's talent that we are concerned with is his knowledge of his wares. A salesman knows what

he is selling and knows how valuable his product is to his customers. If the salesman is selling something which the buyer cannot find anywhere else, he keeps this in mind when he determines what price to ask. If he is trying to sell something which the customer really doesn't need and can get from almost anyone, his chances of making a profitable sale are small. A salesman also knows approximately how much his customer is willing and able to pay for what he is selling. If he's really an expert, he also knows his product's true value to his buyer. A salesman in a Monopoly game should have most, if not all, of the knowledge about his product that a salesman in the real world has.

Mr. Expert always knows what he has to sell and what he needs to buy. His big advantage over his opponents is that he is not limited to trading and selling only property. He can sell all sorts of things and is knowledgeable about the weaknesses and strong points of what he is selling. In short, one of the biggest things a good trader in Monopoly has going for him is *knowledge*. He has more of it, and it is more highly refined than that of his opponents. Although his opponents might realize that Mr. Expert seems to know what he is doing, they also respect him and trust him for it. Since most players don't believe there is much skill to the game anyway, Mr. Expert is usually in a very good position to use his knowledge to his best advantage.

However, Mr. Expert has more than just knowledge of more imaginative items to offer in trade. He also has the shrewdness and calculating power of a used-car salesman when he analyzes the true value of the deals he offers and receives. Having been well trained to analyze investments and recognize the snares of the sugar-coated trade, he is a hard person to take advantage of. Most important of all, Mr. Expert knows that he has the ability to change the value of any trade by manipulating the circumstances surrounding the trade. For example, Mr. Expert:

1. *Will try to soak up the houses immediately after he trades a new color group to his opponent.*

2. *Will try to obtain free lands that he is sure will not become worthless later on.*

3. *Will try to exaggerate the glamour of those color groups which he knows his opponents are not in a position to exploit.*

The final important trait of a salesman is his delivery, or his ability to "talk" the trade. There are many words that can be used to express the same proposal. The words "option" and "partnership" can simply terrify some players. In such cases, the smart trader will avoid such terms and explain the same concept in a different vocabulary. A good trader adapts to his opponent's frame of mind. His language is phrased to say what he wants to say, in such a way that his opponent hears what *he* wants to hear. That's no easy trick!

Every player has a trading style all his own. This varies from the player who is content to sit back and roll the dice, not saying a word, to our friend Larry Loudmouth, who can never shut up. A good trader must observe and learn the trading style of his opponents if he hopes to adapt successfully. This is mostly a matter of getting a feel for the different types of traders in the game. Here are a few of the most common types which you are liable to run into, and some advice on how to handle them.

1. The player who, like Cathy Cautious, never trades at all, but would much rather collect \$16 rent on St. James Place and \$2 rent on Mediterranean Avenue. He refuses to consider any of the possible advantages to be gained from trading and is convinced that winning is a result only of pure luck. His biggest thrill is giving \$4 change from a \$20 bill. If you run into one of these guys, do your best, but don't be surprised if you can't budge him. If he's really immovable then use that knowledge when you trade with the other players. It's not really much of a danger to give another player a good trading position with this Rock of Gibraltar, since the likelihood

that he will be able to exploit this trading position and hurt you is very small.

2. The player who goes after one color group (or if he's especially odd, the Railroads) and is then content to never trade. This type of player is usually quite insane in his desire to acquire his favorite color group, and he has every intention of making horrendous trades to get what he wants. If you have what he wants, then don't sell cheap. If you don't have what he wants, don't waste time trying to reason with him; your efforts are better directed toward trying to get a property which he wants badly.

3. The player who doesn't trust his own mother. He has been tricked before and vowed never to let it happen again. (He probably grew up in a big city.) This type of player thinks that you're always out to trick him, and would much rather be safe than fooled. His pride would never let him risk humiliation if there is a way to lose peacefully. Although his attitude can usually be overcome, he can still be a major obstacle to your quick-moving, smooth trading game. The best thing to do is to try to gain this person's confidence. Offer a deal that is not too important to your strategy. When he refuses, reverse the terms of the deal and offer it in the opposite direction (for example, "I'll sell you my Railroad for \$500. No? Then how about if I buy *your* Railroad for \$500?"). By showing that you are willing to take either side of your offer, you can display your good faith and fairness. Even if he thinks that both possibilities are bad trades, you will still have made it clear that you are not out to cheat him.

4. The player who is really a frustrated banker. All he wants is money, money, and more money. He'd sell his soul for a crisp new \$500 bill. He doesn't care about property unless it has big rents, and will practically give away a small color group. He is always a sucker for the glamorous high-rent properties, whether or not he can develop them. To best deal with this type, go along with his faulty logic. Tell him that he likes expensive properties and you like the cheap ones. Say that you're always

willing to trade away one expensive property for several cheap ones! It won't be hard to convince this guy to sell you Oriental Avenue, a measley Light Blue property, for \$200 when he paid only \$100 for it. Don't look a gift horse in the mouth!

5. The player who is compulsively clean—Mr. Nice-and-Neat. He doesn't really want to play Monopoly. All he wants to do is keep his money stacked up in nice, neat piles. If you sneeze, don't do it in his direction or you'll be his enemy for life. As far as his properties are concerned, the only reason he wants a complete color group is because things look nicer that way. Don't be surprised if he sells you a property dirt cheap because it clashes with the rest of his colors. When he sells cheap, just make sure that it's you, and not your opponents, who are doing the buying. He can be a very good friend, so it's best to humor him and help him to achieve his goals. If it's his Monopoly set, *never* write your option or free land agreement on the back of a \$1 bill; get some scrap paper and keep it handy during the game instead. Finally, always pay this chap with your least crinkled money. He might pay you back with a property later.

6. The player who offers the most unreasonable one-sided deals imaginable—Larry Loudmouth. He is a firm believer in the "something-for-nothing" theory. He tells you he's being generous when he offers to relieve you of the responsibility of owning a property. You saw earlier how to take advantage of his offers if he has something you really need. How do you handle this type of player if he really doesn't have anything which you can use? Use him for image-building with the other players! Your best strategy against him is to offer counterproposals even more ridiculous than the offer he gave you. In this way, you throw his insulting proposals right back into his face. To get the full diplomatic effect, your counteroffer should be made with a serious tone and a sincere expression. It is immensely satisfying to see this type of player sputter helplessly about the unfairness and stupidity of your proposals.

The list of different types of weirdos could go on and on. In a sense, every player has his own odd preferences, and after all, a lot of the fun of the game is the crazy zeal with which some people play. However, do not let your own emotional antics or irrational dislikes get in the way of your strategies for winning. If you want to win consistently, you're going to have to sacrifice your own little "pet" habits.

It's now time to go over some of the essential fine points of negotiating tactics. The following tips can make the difference between being a somewhat successful salesman and being a professional salesman. There is no substitute for a true professional. To really master the art of diplomacy, the fine points must be understood just as clearly as the major ones.

ALWAYS KEEP YOUR OBJECTIVES IN MIND. This is the same advice that was given regarding general strategy. Since trading is one way of implementing your strategy, it is important to remember the direction in which you're going when you are surrounded by the diverting temptations of your opponents' offers. Listen carefully. Your opponent will probably expect to be forced to compromise anyway. If there is any part of his proposal which fits into your plans very well, make a counterproposal which preserves that part of his offer without as many sacrifices on your part. The closer your counteroffer is to your opponent's original proposal, the greater the likelihood that he will accept your counterproposal. So listen before you interrupt. Who knows? Your opponent may be offering just what you want!

PROPOSE TRADES WHICH APPEAR TO BE MUTUALLY BENEFICIAL. Your opponent knows that your goal in the game is not to help *him* win, but to help yourself win. He won't trust a deal which looks like you're giving up everything and receiving nothing in return. You should not offer deals which look "too good"

on the surface. Likewise, you should be immediately suspicious of such offers from other players. A truly good deal looks good for both traders, and each realizes that the other is getting something which he wants. Don't trust an opponent if he offers a deal in which it looks like he's not gaining anything. The Trojan Horse has its counterparts in a Monopoly game.

BE HONEST WHEN YOU TRADE—OR AT LEAST APPEAR HONEST. Nothing is more convincing than the truth. Explain that any trade you offer has its advantages and disadvantages for each player involved. Then stress the advantages and deemphasize the disadvantages! Your opponents will expect a certain amount of exaggeration, just don't overdo it. Remember, you want to be the owner of the color group if you decide to form a partnership, but you don't really want to explain that the reason you're willing to pay for the building costs is to acquire the bankrupting power. You can be honest, while simultaneously steering discussion away from the advantages which you stand to gain from the trade.

ESTABLISH YOUR CREDIBILITY. Other players will always do business with you if you have a good record. Your reputation for making "fair deals" does not have to be destroyed just because you manage to win every game. After all, most players will attribute your victories to good luck, and you'll be the first to agree with them. Having a good reputation for honest dealings can make winning a lot easier. But don't think that your reputation will suffer if you insist on strict adherence to the terms of any trade you make. If you promised a player half the rent you collect and you decide not to collect it, he is not entitled to any money from you. If there is any fuss, ask the other players to come to your aid. A deal is a deal!

ALWAYS START WITH THE WORST OFFER YOU CAN MAKE WHICH SOUNDS REASONA-

BLE—YOU CAN ALWAYS COMPROMISE LATER. Whenever you are bargaining over a price, bid your lowest offer and ask your highest selling price. If you don't leave room for compromise, many players will not buy or sell—no matter how fair the price that you are offering or asking is. Play it safe and start at the extremes. Who knows? Maybe you'll get a bargain!

INTRODUCE NEW CONCEPTS GENTLY. If your opponents are unfamiliar with options, free lands, revenue sharing, immunity, etc., be patient and reassuring when you introduce them into the game. Many people play Monopoly with their own "house rules," some of which are so common that the players think that their own variations are actually part of the official Parker Brothers rules. When you explain some of the advanced concepts, be sure to stress that they are perfectly legal and that they are commonly used where you come from, or in many other parts of the country.

Do not be arrogant or try to seem superior when you explain how something like an option agreement works. Act mildly surprised that your opponents have never heard of one, and explain the process as if it were just another good idea. Be careful. Some players are especially resistant to anything new. If necessary, you have enough skill with the fundamentals of the game to be a consistent winner, even without a lot of the advanced strategies. The game's much livelier if you can use imaginative concepts, however, so emphasize that (a) private agreements cannot be outlawed between two players who want to make them, and (b) private agreements with imagination make the game much more fun, much more challenging, and much less time-consuming.

DON'T HARASS YOUR OPPONENTS. Don't bother an opponent over and over again with the same idea that he has refused each of the previous three times you suggested it. Bide your time, and don't let your opponent know how much you're dying to get that property of his. All you'll accomplish by repeating your offer

is to make him more aware of the true value of that property, a move which could make him raise the price even more. One deal, proposed and explained at the right time, is much more effective than continuous nagging. If it's a real emergency, some sarcastic muttering to yourself about players who came to roll the dice, not to trade, might be helpful. In general, however, if you have to ask more than twice, you'd better start thinking of alternate ways to get what you want.

DON'T BE AFRAID TO VERBALLY INTIMIDATE A PEST. If another player tries to interfere with your negotiations, don't let him. Every player should have a right to express his opinion, since any trade affects every player in the game either directly or indirectly. However, some rules of courtesy should be respected in order to prevent riots and keep the game enjoyable. If you are trying to make a deal and another player interrupts, tell him that you will be happy to let him comment on your trade as soon as you are finished explaining it. This will keep things under control and bolster your image as a fair, open-minded player. In addition, once you have convinced your opponent of the mutual benefits of your proposal, any additions or interference on the part of the other players will have to be very accurate in order to have any effect.

On the other side of the board, if your opponents are making trades, do not be afraid to ridicule the terms of the deal and to try to prevent them from reaching an agreement, remaining courteous at all times, of course. If you can see that you will not be able to stop your opponents from reaching a fair agreement, then it is good diplomacy to agree that the deal is "pretty good for both of you." In this way, you can again reinforce your image as an honest and fair trader. Don't waste your energy trying to stop the inevitable. Just capitalize on it!

DON'T BE OVERANXIOUS TO COMPLETE A TRADE. Nothing makes an opponent more nervous than an eager beaver saying, "Okay, okay. It's a deal."

Here, take the money, now gimme the property." This can only make your opponent certain that he's being cheated in some way. When it appears that you have been able to reach an agreement with your opponent, casually review the terms of the trade and offer your half, saying something to the effect of, "Well, I guess that sounds fair to me." If your opponent seems reluctant, offer some reassuring words. Sometimes it pays to appear reluctant yourself. There's no harm in letting your opponent think he's pressured you into a deal, even if that's not exactly what happened.

Remember that no deal is complete until both players have positively agreed to it and whatever concessions were part of the agreement have changed hands. It is not uncommon for players to back out at the last minute. If it looks like this is happening to you, don't panic. If he was willing to accept your offer at first, it shouldn't take too much coaxing on your part to get him to accept again. You might have to sweeten your offer by another \$100, but not much more. Sometimes a little verbal pressure can go a long way.

Happy trading!

CHAPTER 10 SUMMARY

- I. When to speak up:
 - A. Bargaining from weakness.
 - B. The aggressive player
- II. Knowing how to pursue a bargain.
- III. Knowing what you're selling.
- IV. Knowing how to sell it.
- V. Different types of players.
- VI. Keep your objectives in mind.
- VII. Emphasize mutual benefits.
- VIII. Be honest—or appear honest.
- IX. Introduce new concepts slowly.
- X. Don't harass.
- XI. Don't be overanxious.