



PRICE REDUCTION SCRIPT

1. _____ ... I made a terrible mistake when I listed your home ... can I explain?
When I listed your home I wasn't strong enough on the price ... so ... I wrote down four solutions ... OK ... ?
 - 1) Reduce the price tonight by ()% () Great!
 - 2) Add an additional 1 to 2% commission for the selling agent! () Fantastic!
 - 3) Extend the listing agreement to its original term ... () Terrific!
 - 4) I'll have to give you the listing back ... _____ I know this is tough ... which of the four is better for you?
2. *Mr. and Mrs. Seller ... based on my knowledge ... it seems you're still the highest bidder for your home ... we need to go ahead and reduce the price by _____ ... tonight!*
3. *Hi _____ ... I'm calling in with your weekly update ... in the last 7 days, we've had _____ showings ... and _____ offers ... As we've discussed... it's time to ... reduce the price ... so we can create some activity and receive some showings.*
4. *On a scale of 1 – 10 ... 10 meaning ... We must move now ... 1 meaning we'll move only if we get our price ... where would you rate yourself in terms of your motivation to sell this home?*