

Most Common Buyer Objections

1. “We don’t feel like this is the time to buy!”

I understand ... There’s never a “perfect time” to buy a home ... let me ask you ... what specifically is stopping you from making the decision to buy this home?
(The summary close is for follow-up to all objections)

(Name) ... you told me you wanted (x) ... correct?

You also said you wanted (y) ... is that right?

Is it the price?

Is it the monthly payment?

Is it the home?

Based on that ... let’s do the right thing ... and BUY THIS HOME ... it starts with a signature.

2. “The area is too new”

I can appreciate that ... of course you realize this gives you a chance to gain much of the appreciation that newer homes often experience ... does that make sense? Great!
Do you have any other concerns?

3. “The area is too old”

I can appreciate that ... and the advantage of that is you’re seeing the area in its most developed stages ... does that make sense? Great! On the flip side ... would you be willing to pay more for a newer area?

4. “I don’t like the neighborhood”

I understand ... many times we find the home we’ve always wanted in a neighborhood that’s not totally appropriate ... In this particular case, are you prepared to pay (thousands) more when we find the same house in a nicer area? Great!

5. “The home is too far from schools”

I understand ... May I ask, “Do your children prefer to walk or ride the bus? Fine ... let’s measure the exact distance to the schools ... then decide which is the best for them ... OK? Great!”

6. “The taxes are too much”

I understand ... taxes are high today ... and I know you’re aware that taxes are deductions on your income tax ... right? Terrific! Are you also aware you can make payments monthly ... or would you like to pay twice a year?

7. “The home is run down”

I hear what you’re saying ... and ... this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for a more complete home or just re-do this one to meet your specific needs? Great!

8. “The yard is too small”

I agree ... and let me ask you ... what’s more important ... the right size yard ... or the right home? Great! Obviously ... this size yard will be easier to maintain ... correct? Is that something you and your family would want?

9. “The yard is too big”

I agree ... and let me ask you ... what’s more important ... the right size yard ... or the right home? Great! Obviously ... a larger lot offers you a lot more privacy correct? Is that something you and your family would want?

10. “The interest rate is too high”

I understand what you’re saying ... and let me ask you ... are you aware your interest is deductible? Terrific! Would you like to speak with (lender/mortgage broker), again to discuss this more in-depth?

11. “The price is too high”

I can appreciate that ... realistically what price would you like to pay for the home? (If way too low) (Name) we can submit that offer ... and we should expect a counter ... now ... do you absolutely want to buy this home?

12. “The payments are too high”

I can appreciate that ... and how much did you originally plan to spend monthly? (Name) let's look at what you like best about this home ... then decide if the extra (\$) is worth while ... okay? So ... what did you like best?

13. “We want to think it over”

I agree ... this is a big decision isn't it? So ... let me ask you ... do you want to buy a new home? Great! How soon would you like to move in? Terrific! So let's do the right thing and write up the offer ... OK?

14. “My relative must see it first”

Great idea ... I agree it's important to get your _____ approval. Will they be living with you or making part of the monthly payment? Then there are two ways to go with this ... One, we make this offer contingent upon your _____ approval ... or two ... Surprise _____ and show him/him the decision has already been made ... which way should we go?