



The Price Objection Script

1. _____ what price do you absolutely have to have? () Ouch!
2. Based on that ... there are a couple of real important questions I need to ask you ...
3. Specifically ... why do you feel your home is worth \$_____ more than your neighbor's?
4. (Name) in today's market place ... that means you've simply brought your home up to selling standard ... right?
5. All homes need _____ ... right?
6. Let me ask you a question ... If a buyer wants to buy your home ... but ... they plan to get rid of _____ ... the moment they buy your home ... how much is it worth then? Exactly!
7. Did you add that to your home for the next buyer ... or ... for your own enjoyment?
8. If you were purchasing a home ... and two similar homes were for sale ... one for _____ ... and one for _____ ... which would you, buy?
9. Wouldn't you want to use the extra _____ ... to do what you wanted to the home? ...
10. Don't you think most buyers would feel just like you? Of course they would.
11. That's why ... I'm going to recommend ... a price of \$ _____ ... based on what we know ... do you want to ... list your home ... for that price tonight?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?