



HANDLING OBJECTIONS SCRIPTS

1. We want to only give you a 30 / 90 day listing.

I'm sorry ... I won't do that ... ____ months is our company policy ... therefore ... 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? Sign the contract ...

2. We were thinking about (X) company or we've never heard of your company.

I can understand your concern ... and I think you realize a company doesn't sell a home ... it's the individual agent's activities ...

Do you feel I can sell your home? Terrific!

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? Sign the contract...

3. We'll save the commission by selling it ourselves.

I agree you can save the commission by selling it yourself ... are you aware that today over _____ homes are for sale ... last month only _____ actually sold ... that's a _____ month supply of homes ... if no other homes come on the market ... and ... last month _____ homes went on the market! (Wait for answer)

And what's worse ... is the fact that only 2% of all For Sale By Owners sell themselves ... and 98% are listed and sold by Real Estate agents ... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract!



4. Let's list high, we can always come down later.

I understand you want to list high ...to leave room for negotiating ... and have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

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?

Sign the contract.

5. We want to think it over.

That's great ... and since three minds are better than two ... let's think out loud ... together ... tell me ... what are you thinking about?

6. We want to sleep on it.

You're right ... this is a big decision ... isn't it?

Yet ... the decision must be made based upon what you want ... correct?

Let's do this ... sign the contract tonight ... contingent upon your approval within 24 hours ... that way we both win ... can I tell you how?

You have 24 hours with no pressure ... so you can ... feel comfortable ... and sleep on it tonight ... then I'll call you in the morning ... and you simply ... tell me yes ... or no.

If you say no ... I'll rip up the contract ... and you have no obligation ... if you ...say yes ... I'll begin marketing your property immediately ... either way ...



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?

Sign the contract.

7. I have a friend in the business.

I can appreciate that ... and almost everyone does ... so let me ask you ... do you absolutely have to ... sell this home ... or ...are you just looking to do your friend a favor?

Obviously ... you had me out for a reason ... right?

Do you feel I can sell your home? Terrific!

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?

Sign the contract.

8. Another agent said they could get me more money.

I can appreciate that ... and what you probably don't understand is this...

An agent that will ... list your property ... overpriced ... assumes they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want? ... Who would?

They're afraid to tell you the truth ... up front ... _____ ... do you want the truth? Of course you do.

Let's do the right thing ... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.



9. You haven't sold any homes in my area.

That's a valid concern ... the obvious reason you'll ... choose me now ... is that my company has homes for sale all over the community ...

Meaning ... when you ... sign the contract tonight ... we can expose your property to potential buyers from all over the area ... do you realize how important that kind of exposure is?

Now ... isn't that what you want? ... Of course it is ...

Therefore ... 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?

Sign the contract.

10. What do you do to sell homes?

That's a valid concern ... and let me ask you ... are you aware ... that there are two kinds of Real Estate agents?

There are passive and active ... I am an active agent ... meaning ... when you ... sign the contract tonight ... I will spend my time actively marketing your home to the public ... and ... to the other active agents in town ... isn't that what you want.

You want someone ... who will work actively ... and aggressively ... to get your home sold ... right? Terrific!

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?

Sign the contract.



11. We want you to cut your commission.

No ... any other questions?

Sign the contract.

12. The other agent said he / she would.

I can appreciate that ... can I tell you why that makes me nervous? If other agents do not have the courage ... to stand up to you ... regarding their own worth ... how strong could they possibly be ... defending you ... and the price we set for your home? _____ I have that courage ... do you feel I can sell your home? (YES) Terrific!

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?

Sign the contract.