

What Information?

What information do you have, contrary to the marketing analysis I prepared, that leads you to believe you can get \$_____ for your home at this time? I'm the real estate agent, but maybe you know something I don't. Convince me someone will pay \$_____ for your home and I'll get it for you. What do you know that I don't?

What Happens If?

What happens if, because of price, you do not get a serious offer within ____ days? What are you going to do?

Suppose?

Suppose the best offer you receive is \$_____? Will you accept it? Then let's start at that, plus 3%.

Absolute Least?

What is the absolute least you will take for your home? Then let's start at that, plus 3%.

I Sincerely Believe.

I sincerely believe that you will get the most money ever gotten for this house in your neighborhood, and that you'll experience a fast sale with few problems if you place your home on the market at \$_____, plus 3%.

Highest Not Best.

Many people feel they should give the listing on their house to a real estate agent that offers to try to sell it for the most money, but that's not the best way to choose an agent. The fact is, you get the most money, the quickest sale, and have the fewest problems by pricing competitively, plus 3%, to start.

I'd Rather...

I'd rather turn you down, than let you down.

It's Your Home, But...

I appreciate exactly how you feel. It's your home and you certainly have the right to ask whatever price you want, but buyers put their trust in me. They ask me to recommend suitable homes at reasonable prices and, at this price, I am not sure I could recommend your home. I recommend we start at \$_____, plus 3%.

Another Agent Said...

Did he or she bring a detailed Comparative Market Analysis like the one I prepared for you. If he did, I don't see how he could have come up with the price he did. You can see that for yourself. Let's look at the facts again.

Assure.

You will always be glad you took action with me today. I will work hard to see that the listing, sale and closing process goes smoothly and that it is an enjoyable, trouble-free experience you'll want to share with others.

Isolate Objections.

In addition to your concern about _____, are there any other reasons for your hesitation to list now.

Isolate "Price" as "The" Objection.

It has been my experience that when someone like yourself, who understands the value of a program like mine, still hesitates to list, that it is generally because of price. Is that the case here?

I Have a Friend in Real Estate.

If you felt that someone else could actually get you more money, in a quicker time, and do it with fewer problems, would you still be committed to listing with a friend (or family member)? Let's talk about that.

I Know Another Agent.

I appreciate that you know and want to talk with another real estate agent or two, but may I ask, if I am equal to (or better) than whomever you talk to, may I come back to list your property? When should I return?

I have an idea. What time are you going to see this other salesperson? I'll check back right after.

Reduced Commission.

I appreciate that you want to pay a discounted fee, but do you really want to work with a discount Broker?

The only reason a Broker discounts his or her fee is because that is the only thing they have to compete with. Something is lacking: experience, know-how, programs (for sure), etc. Then when an offer comes in, they'll ask you to discount your asking price too, possibly, beyond a reasonable amount expected during normal give-and-take negotiations between a buyer and seller because that's how they do business.

Many people feel a house will sell for X dollars regardless who sells it, a discount Broker or not. That's just not true. High-end, successful Brokers with qualified buyers will not even show a property offering a discounted fee.

What kind of person do you really want to represent your home? One who will do all the things I outlined, or one who just puts a sign on the lawn, puts it in MLS – at a reduced fee – and waits?

No Hurry.

When do you want to move? Then, how soon before that do you think you need to put your house up for sale?

Right now, on average, it's taking about ____ days to sell a home. Today's date is _____, We don't have much time. We're already behind schedule.

XYZ Broker/Agent Has a Buyer.

Great! We work together like partners through the MLS. I'll complete the listing agreement now and call him or her today to submit an offer and, then, if that buyer (what we call a back-pocket buyer that a lot of listing agents carry around to tease sellers into listing) does not perform you will not have wasted time on a false promise. My program will be in place, in progress. There are other homes for sale. Why hasn't this buyer bought one?

You'll always be glad you took action with me today.

You're Too Pushy.

Let's say that two weeks from now we have a young couple in need of a home like yours. They want your home and qualify to buy it, but are scared to death to make a decision. At that point in time, what kind of Agent would you like to have representing you? One who can encourage them to buy or one who collapses with them? In fact, you want a pushy salesperson, don't you?

