

Introduction of Offer.

1. We have a sale! We have sold your home! May I review the offer with you?
2. I have an offer to purchase from _____. May I review the offer with you.
3. Some salespeople start with "conditions" and come to "price and terms" last.
 - A. Deposit
 - B. Variables: drapes, appliances, etc.
 - C. Occupancy date.
 - D. Unusual conditions.
 - E. Price and terms.

Isolate Objections to Offer.

In addition to price, conditions, etc. are there any other reasons you would hesitate to accept this offer.

Relax and Assure.

I am not here to pressure you into a decision. It's my job to give you enough information to make a decision. May I make a few comments and share my opinion with you?

Help the Sellers Think and Decide.

Relate Offer to Comparative Market Analysis.

According to the information on the Comparative Market Analysis, this appears to be a very reasonable offer.

Illustrate Time and Difficulty.

It has taken ____ days to find buyers who want to buy your home and who qualify to buy it. If we lose them, it could take another ____ days to find another qualified buyer to buy it. Is that something you want to gamble on?

Emphasize the Home is Sold.

Right now your home is sold! The buyer has agreed to buy your home for \$ _____. If you accept this offer, you have sold your home. It is done! Finished! If you counter or change any conditions, you do not have a sale. The buyers might accept the change, but they can withdraw.

Sellers Become Speculators.

If you do not accept this offer, you will have just become a real estate speculator. May I explain?

The buyer has just agreed to buy your home for \$ _____. If you accept this offer, you have sold your home. It is done, finished, but, if you do not accept the offer, you are in effect buying the house back from the buyer with a down payment of \$ _____ (the amount of your equity), and putting it back on the market hoping to make a profit of approximately \$ _____ (the amount you are countering for).

May I ask, as a real estate speculator, would you buy this home for \$ _____ and put it on the market to make a turnaround profit of only \$ _____ with \$ _____ down?

Seller Wants to Think it Over.

I appreciate that you would like to take some time to think it over, but please understand that the buyers can change their minds about buying any minute. They could call me now, on the phone and if you have not yet signed, withdraw their offer. We never really know how anxious about buying a buyer is.

The buyers have expressed that they like this home, but we don't know if this is a very close decision over another. If we give them time to think it over like you want for yourself, they could change their minds. What we do know right now is that they want this home and have made an offer to buy it. We should act on that quickly.

If, still, the sellers want to take time to think an offer over, advise that you just don't want to go back to the office and be forced into telling the buyers that you have not yet decided if they could buy your home or not. That's kind of an insult to some, maybe, even, a delay based on some prejudice a buyer fears experiencing.

Suggest that you don't want to give the buyer a chance to change their minds and state that you're going to go to a coffee shop for a while and will return in an hour or so to talk with them again.

Suggest that this should give them time enough to think it through.

Top Dog!

I want to make something perfectly clear that you may not have thought about: If you accept this offer you will have sold your house for more money than any other seller, ever, has sold a similar house for in your neighborhood. You will have gotten a higher price than ever paid for a home like yours by a buyer here, on this street, or within this locale. That makes you the winner, the top dog, the one everyone has to try and follow.

Absolute Least/Most Technique. (Ask the Question!)

To Seller / What is the absolute least you will take?

To Buyer / What is the absolute most you will pay?

Lies, Stalls, and Objections.

Most objections are not valid from the point of view of either a buyer or seller. They are lies or stalls stated to gain time to avoid having to make a decision about something they actually want to do. Most people just don't like making decisions. Objections are only posited to avoid having to make one, especially a big one like buying or selling a house.

The best tact for getting around this, for overcoming a stall however stated when working with a buyer or seller is to listen with interest and agree. Just say something like, "I see how you could feel that way." When you agree, the argument loses force because there's no one to argue with and, maybe, if you do this enough times over-and-over the only things relative to a transaction remaining are the positive aspects of moving ahead. Never argue.

End all negotiations with, "You'll always be glad you took action on this today!" while shaking hands firmly.

