

OBJECTION HANDLERS

HERE'S HOW TO CHANGE NO'S INTO YES.

I'LL PAY A COMMISSION IF YOU BRING ME A BUYER.

OPTION 1:

Thank you! May I ask, do you know how Buyer Agents work?

The job of a Buyer's Agent is to negotiate the BEST deal for the buyer, NOT the seller. In fact, they sign a contract saying they are required to represent their buyers first.

What's the advantage to you to pay a Buyer's Agent to actually negotiate against you?

It'd be like paying an attorney to represent the other party. That doesn't really make sense now, does it?

OPTION 2:

Thank you for that. I'm guessing you've said that to a lot of realtors, am I right?

Has anyone brought you a pre-qualified buyer with an offer in hand yet? Or have they just tried to get you to list your home?

You see, I believe integrity and honesty are the most important cornerstones of any business relationship. So I'm going to tell you, I am not average realtor.

I have a whole team behind me to help you SELL YOUR HOME.

We put 971 homes under contract last year alone. When can I pop by to introduce myself and show you how we are different? Are evenings or afternoons better?

I CAN DO IT ON MY OWN AND SAVE THE MONEY.

OPTION 1:

You're right, you can do it yourself. And I would ask you at what cost?

You see, FSBO's are targeted by investors and realtors because they often sell far below market value. In fact, the average home in the US sells for about \$250k, the average FSBO home in the US sells for only \$190k.

Have you ever bought something from a store where a salesperson helped you? Did you expect to pay a fair price? You expected to pay a fair price because a salesperson was involved.

Now let's say you bought that item. It's never been used. You still have the receipt; it is still in its original packaging. If you put it up for sale online or at a garage sale would you expect to get the same price as at the store? No? Why not?

Because no salesperson was involved. Anytime people buy directly from an owner, they expect to pay less! We just cannot change that. Let's say you put that same item in an auction and I get a couple of bidders. What do you think would happen? Would the price go up or down? Up, right? Do you think it could even go for more than the store's asking price? It could, couldn't it?

OPTION 2:

How many buyers have viewed the home? Great. And how many offers have you received? Wow. And why have you not accepted one yet? May I tell you about the four types of buyers?

1. "Serious and in a hurry". They may be moving to the area and have three days to find a home. Or maybe they just sold their house and need to get into another or they will lose their contract.
2. "Serious and not in a hurry". They can qualify; they may be a first-time home buyer proceeding cautiously, or they may be looking for that special home. Most first-time home buyers who are proceeding cautiously want someone to hold their hand, right?
3. "Investors". They want to buy everything 10 cents on the dollar. I bet some have called you already; did they ask you how much you would come down? I have had to help many for-sale-by-owners with that.
4. "Looky-Loo's". I really shouldn't call them buyers. They cannot qualify. Agents won't put them in their car, so they go out and prey on open houses and for-sale-by-owners, wasting a lot of their time. When I think about the four types, the first type, serious and in a hurry, do you think they are going to be out with an agent looking at everything they can to find the best house for them, or are they going to be in a rental car trying to find for-sale-by-owners? Secondly, if you are a serious buyer who wants to proceed cautiously and have someone hold your hand, are you going to be out looking on your own, or are you going to be looking with an Agent? And if you want to buy homes 10 cents on the dollar, are you going to call an agent or are you going to call a for-sale-by-owner. And if you are a Looky-Loo, who cares, right?

ANOTHER AGENT TOLD ME THEY'D LIST MY HOME FOR 1%.

OPTION 1:

Ah, I see. That sounds like a pretty great deal. And I must ask you, if that agent is so willing to part with their own income, what makes you think they will do everything in their power to protect yours?

You've heard you get what you pay for before right?

Well, I'd like to show you how we decide our Listing Commission fees. You see we have a Hassle Free Listing agreement that allows you as the seller to pick one of three compensation structures.

When can I pop by to show you how we get homes sold?

I'M GOING TO STAY WITH THE SAME AGENT.

OPTION 1:

I understand, and let me ask you a question. IF you stay with the same agent, what are they going to do this time that they didn't do last time? I hope you do not take this the wrong way, as I actually heard it from one of my clients. Albert Einstein said that doing the same thing and expecting different results is the definition of insanity.

OPTION 2:

That's great, and what I am hearing is you feel obligated to use your last agent since they have invested a lot of time and money in your house, right? Well, Mr. / Mrs. Seller, you don't owe me anything and you don't really owe them anything, though you do owe yourself the very best. It certainly would not hurt to hear what I do to...GET HOUSES SOLD...would it?

WE'VE DECIDED TO TAKE IT OFF THE MARKET.

OPTION 1:

I see. Just out of curiosity, if you did sell, where were you moving to? WOW! Why was that important? What would that do for you if you had moved? If I could show you a way to make that happen, would you be interested? You see, I specialize in selling houses that did not sell the first time. Even the best houses don't sell the first time, and it just takes a new approach and new ideas like I use to... GET HOUSES SOLD... When could I stop by and spend 15 minutes with you and show you why so many homeowners... CHOOSE ME... to sell their house?

OPTION 2:

Mr. / Mrs. Seller, if a contract were presented to you tomorrow, would you still sell? Great, so there is some desire to move, right? You know, Mr. / Mrs. Seller, I specialize in houses that are great, yet didn't sell the first time for various reasons. Let me ask you: Why do you think your house didn't sell? What will you look for in the next agent you choose?

Let's do this- I'll drop by and look at your house, that way you can... MEET ME... so at a weak moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another [6] months, do you?