

## 40 REAL ESTATE OBJECTIONS HANDLED

1. **“If I list my home with you and buy my next home from you, will you cut your commission?”**

“You know, I can appreciate that, and I want to be up front with you and say NO, I will not cut my commissions, and for one very simple reason”.

“As a professional my time has a certain value and I only work with people, like you, that realize the value of my service....and before you say anything, think about this...

“If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?”

I want to demonstrate, up front, how tough I am going to be for you...Therefore, cutting my commission is not an option...does that make sense?”

2. **“I have to keep my promise to the agent from which I originally bought the home.”**

“That’s great, I can appreciate your loyalty and that is a quality that I respect in people...so, I’m curious, let me ask you this...

“Has there ever been a time when you decided to buy something or do something and a friend said, “Hey, no problem when you need help, I can do it” and in the end, because you didn’t check around, you really didn’t get what you wanted...Have you ever been there before?” (YES)

“Well, I think you might find that this time is just like that time, and with that in mind, I’m sure you can see the importance of having me over to give you a second opinion...that wouldn’t hurt anything, would it?”

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3. **“I have seen this marketing plan from many different agents....what makes yours different?”**

I'd level shift..."You know what? You're right! There are only a certain number of things any agent can do to get a home sold and I think the final decision is not based on what I do differently...

“I think the real issue is how you feel about the agent representing you...So tell me, what qualities are you looking for in an agent? Did you see how I shifted from “What do you do different”, to “What qualities are you looking for?”

Top agent alternative:  
“My results”!

4. **“Why is your price so much lower than the other agents that we have talked to? ... I mean, they have comps that show higher prices than yours”?**

“It's kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right”? (Yes, why is that?)

“You are probably thinking why did this person come in with such a low price? Doesn't he or she want to get our listing? Well, my answer is Yes and No.

“You see there is a very big difference in the way that I operate and the way that most agents operate. Most agents manipulate the computer to show figures that they think you want to hear. Why?

“Well, most agents don't do much or get much business. Getting your listing makes them feel like they are accomplishing something...

“Whereas, I, on the other hand, sell homes, non-stop, all day long. Do you want to know why?” (Sure)

“I tell nice people like you, the truth. Did you know that only \_\_\_% of the homes that are listed for sale actually sell?” (No, I didn't know that)

“There's a very simple reason, do you want to hear it?” (Yes)

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“Most agents do not have many listings. Therefore, convincing you to list your home with them becomes very important.

“That’s why they’ll tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them at all because no buyers will look at a house that is over priced...Does that make sense?”

Top Agent Alternative:

“My comps show the price I have indicated. I will take the listing if you will agree and sign an acknowledgement form tonight that you will reduce the listing to my price in 30 days. I would rather see you turn down 10 offers than never get one.”

Top Agent Alternative:

“They emphasize listed prices. All I am concerned with is what is sold and has closed escrow. You wouldn’t want to base your price on erroneous info, would you?”

Top Agent Alternative:

“There are two places you can price your home...You can list it where it sits or you can list it where it sells. Which is better for you?”

### 5. **“I’ll sell my home when the values go up!”**

If a prospect has no reason to sell their house then that is a condition. You can’t overcome conditions.

### 6. **“How much advertising will you do, because I want a lot of advertising?”**

“I understand that advertising is a concern...Are you familiar with the difference between passive and active marketing?” (No?)

“Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home...”

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“Passive marketing is holding open houses, sending out flyers and advertising in the newspaper...

“You see, these methods are passive and you can’t predict if they will work or not. Yet, agents that don’t want to work at getting your home sold will insist that they have sold many homes this way...And do you know what?

“I agree, you can get a home sold that way...But, you can’t guarantee it. Do you understand what I mean by passive, basically sitting around waiting to get your home sold?

“Active marketing on the other hand is much more aggressive and very predictable.

“I will be on the phone every single day and call 10, 25, and 50 even 100 people asking them if they would like to buy your home, if they know someone who would like to buy your home or if they would like to sell their house...

“Do you know why I ask them if they would like me to sell their house?” (Why)

“You see, the more signs I have out in the community, the more buyers that will call on those signs. The more buyer calls I get, the more people I can show your house to...

“Now, which way, passive or active do you think gets more homes sold?

“Would you like me to spend all my time and effort doing what is proven to get your home sold or would you like me to sit around with my fingers crossed hoping a buyer happens to call?”

Top Agent Alternative:

“I advertise to the brokerage community; it has the qualified buyers for which we are looking.” (Passive vs. active etc.)

7. **“You’re too busy, you have so many listings, and we want someone that can give us the attention we deserve.”**

I’d level shift this one, I’d say...

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“I can appreciate that and you probably haven’t had a chance to think about the advantage I have over my fellow agents in town...

“You see, the more listings I have, the more signs I have on the street. The more signs I have on the street, the more calls I get from buyers...and, of course, most of those buyers don’t buy the house they call about and many of them will be very interested in our house.

“Can you see the advantage of listing with an agent that has 20-30 signs on the street working for you?”

Top Agent Alternative:

“It’s funny you should say that...Benjamin Franklin said, “If you need something done, ask a busy person.”

### 8. **“I want to find a house before I put mine on the market.”**

“I agree, finding your new home is important and the unfortunate thing is...it may take as long as three months for your home to sell. Then it will take another two months to get all of the paper work done and, by that time, any home that you would have found would already be sold.

“Let’s get the listing agreement signed right now and get to work on getting your home sold tonight, so you don’t have to wait any longer than is necessary to get moved into your new home...sound good?”

Top Agent Alternative:

“I understand your concern about your new home. I’ve brought you a list of current listings that fit your need. Check these out and we will start looking. Once this house goes under contract, we will put a contract on your #1 choice – Close both homes the same day – One move for you! You are in good hands. I will take care of you.”