

**1) Objection: "I have a friend in the business."**

**Your answer:** "I understand your feelings, but consider this: You may have to reveal more to your friend than you would like. When we get into discussing the sale, your life, your finances, and your bottom line are going to be laid out in the open-warts, blemishes, and all. Do you really want to expose that much to your friend? Plus, as nice as you are and as perfect as we all try to be, things happen. When you get irritated or mad, would you rather be yelling at your friend or yelling at me?"

**2) Objection: "We're not ready. We have to fix up the house first."**

**Your answer:** "That's a good idea. We want your house to be 100 percent ready when it goes on the market so we can maximize its impact. Also, I work with a team of specialist(s) that can help you make the right repairs and stage the house for the best possible showing, which is inevitably what you want. Let's get the paperwork signed right now, then we can pick the target date for putting it on the market. Let me get my calendar out. When do you think you'll be ready?"

**3) Objection: "We want to try selling it ourselves."**

**Your answer:** "I understand many people like to do a for-sale-by-owner. The main reason they do this is to save money on the commission. But also keep in mind that most buyers will offer a lower price for your house because they know you're not paying a real estate professional. The challenge isn't in writing up the sale. The challenge is to find a buyer who is willing to pay your price for your home. I can find a buyer who will pay your price. But 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? And to add another fact, it's proven that homes sold by Real Estate Agents sell for 16% more than without. Chances are it won't cost you to use my services, because I can help you get the best price in fact, you may net more money than if you do it yourself."

**4) Objection: "Another real estate practitioner says he can get more money for our house."**

**Your answer:** "I know you are probably interviewing other real estate professionals, but it is not a good idea to select someone to work with based on home price. I could guess right now that your home's value and say it's worth twice what anyone else says it's worth. You could list with me based on that, but perhaps I couldn't sell it. It's your home, Mr. Seller, and I can list it at any price you want, but it's better to find out what the market is likely to pay. I'm going to present a CMA comparable market analysis, which will show you what the market indicates your home will sell for. We'll discuss the offering price after extensive review of the market. Is that all right with you?"

**5) Objection: "Lower your commission."**

**Your answer:** "I'm sorry, but I just can't take less." Here's why: if you took \$6 and laid it here on the table, \$3 of that would go to the buyer's company, \$1 goes to my broker, and \$1 goes to all the marketing work I do. Do you want to take the last dollar away from me?"

**6) Objection: We want to only give you a 30/90 day listing.**

**Your answer:** I'm sorry ... I won't do that ...first 4 to 6 months is our company policy, second in today's market the average time properties are on the market is 60 days before they receive an offer, 30-90 is just not enough time.. I can help you get what you want in the time you want, but you have to give me the time needed to sell the property.

**7) Objection: Let's list high; we can always come down later.**

**Your answer:** I understand you want to list high ... to leave room for negotiating. 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?

**8) Objection: We want to sleep on it.**

**Your answer:** 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.

**9) Objection: You haven't sold any homes in my area.**

**Your answer:** That's a valid concern ... the obvious reason you will choose me is that; my company has homes for sale all over the community ... Meaning, we can expose your property to potential buyers from all over the area ... do you realize how important and what impact that kind of exposure has?

**10) Objection: What do you do to sell homes?**

**Your answer:** That's a great question... 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 ... I will spend my time actively marketing your home, speaking and walking your neighborhood, making calls to potential buyer I may have, sending out a mass e-mail campaign first internally to over 900 agents then immediately to over 100 real estate companies in the area, you are aware your property will be previewed on the MLS which in turn is placed on Realtor.com which is known to be the most widely viewed site for buyers, we will also preview the property in what is called MLS Open House Guide (have one with you and show the seller) and I will be available for any buyer 24/7 if need be. You want someone who will work actively ... and aggressively ... to get your home sold for the highest price in the fastest possible time, that will be me!