

"Now What Do I Say?"

FREE REPORT

What *Else* Can I Say?...

More real estate **Objection Handlers**

For the *Powerful* Agent



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I am going to take it off the market for now (Expired Listing)

That sounds like a good plan, so are you saying that if I could sell your home in 30 days you WOULDN'T want to move?

I can appreciate that you want a break, and I'm curious, is it just that you are tired of the home not selling or is it that you've changed your mind from moving all together? So, let me ask you if I could get the home sold and help you get moved to your new home, like I've done for twenty families so far this year, doesn't it make sense to meet with me so I can help you?

I am going to re-list with the same agent (Expired Listing)

I want you to set an appointment with me, and I appreciate that you want to re-list with same agent. But imagine for a moment that you listed with the same agent...again...and six months later you and I are having this same conversation. Do you want to go through that again?

So you do still need to get the home sold then, right? Let me ask you, what did you like about that agent? Great, they did open houses, and still your house didn't sell. Do you feel they will be able to do anything different that will actually cause your home to sell this time around? Doesn't it simply make sense to get a second opinion about everything before you sign another six month contract with that agent? I would be willing to stop by and show you how I've been able to sell twenty homes while yours was on the market. Would today or tomorrow work better for you?

I want to find the right house before I list mine

Don't look for a house first unless you want to risk losing it because your home isn't sold first. Then every other house you look at won't compare to the one that you couldn't buy. Is that what you want?

That makes sense and yet it might be the worst thing you can do, can I explain? You're probably feeling like you don't want to get caught without a house, right? With the inventory that's out there, surely you realize you'll have your pick of homes that will be perfect for you. And what's more, with yours on the market, you will be in a position to make an offer on the one you like best. Doing it the other way around puts you in a situation where you now have to sell your home fast in order to keep your new home, and you'll most likely have to take less money, or you risk losing it, did you really want to put that pressure on yourself?

Bring me a buyer and I will pay you a commission (FSBO)

I appreciate that! And have you mentioned it to the other agents who have called you? Why do you think they haven't brought you a buyer? One of the main reasons is that you're actually offering to pay the same money for twice the work, can I explain? If an agent sells a listed home, they walk their buyer through the process from contract to closing, dealing with all issues, inspection items, mortgage criteria, etc. However, if an agent sells YOUR home, they have to do all of that for both their buyer and you, the seller. So, they're doing double the work for the same pay. And what's worse is that For Sale By Owners are legally able to undercut the agent and deal directly with the buyer, even in the middle of negotiations. Not to mention being statistically ten times more likely to get agents involved in litigation. If you had a buyer, would you bring them to a house represented by a professional agent, or bring them to a place where they might lose the deal and get sued? Let's meet, so I can get all the current buyers to see your house. Are you free at 2 or 5 today?

That sounds great! And have you had any agents take you up on that offer? Can I explain why that might be? First of all, 99.9% of all homes available are on the MLS, listed with agents. So, if an agent is working with a buyer, doesn't it make sense that they would go to where the most homes are available? Every day hundreds of listings come on the market. If someone wants to find all the homes available in a certain price range, they simply point and click and hundreds of homes come up...and yours doesn't. If an agent called you last week and gets a buyer lead today, they won't even think about your home, or your offer, when they do a search for that buyer. They'll be inundated with tons of great homes. So did you want to be on the top of all the agents and buyers minds or not on their minds at all?

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We will think it over and get back to you

I can totally understand that you would want to think about it. And since I am here and can answer all of the questions that you may have as you think it over, why don't you tell me...what specific thoughts are you having?

I can understand that you would want to think it over and since I have the answers to any the questions that may come up for you, why don't you ask me what's on your mind?

If I list it will be with a discount broker (FSBO)

I can understand that you would consider listing with a discount broker and what I hear you saying is that you are looking to net the most money possible, right? May I share with you why listing with a discount broker could actually cause you to lose money in the end? The average list to sale price ratio of those discount brokers in our area is only 93%, while mine is actually 98%. So clearly you can see that simply listing with me can actually make you more money, that is what you want, isn't it? Let's get together so I can show you exactly how I'm going to make you more money. Would today or tomorrow work for you?

I can totally understand your concern about saving money and yet in the end is it really saving you money to go with a broker who does less to sell the home, offers less exposure and has a lower list to sale price ratio than myself? Actually it's possible that I could handle the sale for you, offer you a full service experience and still net you more than a discount broker. I can come by today or tomorrow to sit down with you for 15 or 20 minutes and show you what I mean, which would be better for you?

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The other agent said they could get us a higher price

I can appreciate that the other agent told you they could get a higher price and what I'm left with is that they just want to get your listing so they can stick their sign in your yard and have something to advertise to cause their phone to ring. Did you happen to ask them how many listings they have right now or how many homes they've actually sold? Honestly, you should charge them rent for putting their sign in your yard, you know? Realizing that I have twenty listings right now and have sold fifteen; automatically you can see why the best choice is to hire me, shouldn't you?

Ok, and let me ask you a question. Do you want to get more for your house or less? Honestly, don't you think I know that? Wouldn't it be easy for me to just give you an exciting, high number just so that I can get your listing? Surely you can appreciate that it takes integrity to stand here and give you a price that I know you don't want to hear. Do you want someone who will be honest with you, or someone who will lie to you just to get your listing?

We want you to cut your commission?

Naturally you want me to cut my commission and I can't do that. I want to give you my "all" when marketing your home. I want to do the same thing for you that I've done for the other twenty families I've helped this year, you do want the full marketing plan don't you? I want to sell your home as fast as I've sold their homes, before prices go down even more and interest rates go up. Otherwise, it's going to cost you more money all the way around, won't it?

Good question, and if I actually had a nickel for every time a seller asked me to cut my commission, I'd be rich. But if I only had a penny for every time a cut commission home didn't sell, or sold for less than market value, I'd be even richer. Cutting my commission won't save you money. Pricing your home right and getting multiple buyers to make offers is the only way to do that. And do you know how to attract buyers? Pay their agents more, not less. Let's just sign the contract and get you as many buyers as we can, ok?

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If we reduce the price, will you reduce your commission?

Of course I will. Since my fee is based on a percentage, the lower we reduce the price the less I get paid as well.

I'm sorry, I can't do that. I've already spent money and man hours on advertising, prospecting for buyers and marketing your home. The average time I sell a listing is sixty days and you've been on the market for over ninety. And since I only get paid for selling, and not marketing your home, I've already lost money. Let's get this reduction in the computer so that all the agents can bring their buyers, ASAP, ok?

If we reduce then we won't have any room left to negotiate with

I realize that your bottom line is right here where we are and we will simply have to be firm at this price. With my 99% list to sale price ratio I believe we can get within 1% of this price, does that work for you?

Yes, it seems that way, and yet an overpriced house will typically get extremely low offers, if it gets any offers at all. However, a home that's priced right will get offers very close to the asking price. So, if you're at \$300,000 now, you might see \$250,000. But if you're at \$279,900, you'll most likely see \$265,000 and above. Will that work for you?

We have some other agents to interview

Let me ask you, are you as confident as I am that I can get your home sold and will take great care of you? Then why would you want to waste your time interviewing those other agents? Tell me what, let's sign the contract and as soon as I leave I will call them to give them the first opportunity to show your home, won't that be great?

Ok great! So what makes you unsure about me? Look, let's be honest, in today's world, sales is about confidence and convenience. If you're confident in what you're buying and you can point and click on your computer and have your stuff conveniently delivered to your house, most of the time you will, right? So, here I am in your home, all you have to do is sign the contract to get your home sold, and yet you want to inconvenience yourself and interview other agents. So it sounds to me like you are not confident that I can sell your home, is that right? Then let's not inconvenience you any more, simply sign the contract, shouldn't you?

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We're going to take it off the market (Price reduction)

I can understand that you would consider taking it off the market and what if the market gets worse instead of better? Since you really do want to move, why don't we go ahead and simply reduce the price, get the home exposed to a new group of buyers in this new price range and get it sold, sound good?

You know, I'm not going to tell you to keep it on the market. I'm sorry; sometimes I forget that people have lives outside of real estate. Unlike me, you're probably not living and breathing the market day in and day out. You likely haven't read all the indicators that suggest the market's only going to get worse. I'm sure that once you read up on the market, you'll naturally realize for yourself that if you want to move, you clearly need to reduce the price to get it sold before prices go down even further.

We want to wait a little longer (Price reduction)

We can wait longer. Yet, I need to make sure you realize that the longer the home is on the market the harder it becomes to sell. And the harder it is to sell, the less you will end up with. If you want to net the most money possible then you should reduce the price now, ok?

You can wait, and unfortunately when we reduce the price later, we'll have to reduce it lower than I'm currently suggesting. That's because the market is slated to get worse and the longer a property is on the market the fewer people will look at it. Is that what you want?

We want look at houses and then we'll get pre-qualified

That sounds like a plan, yet it may not work out the way you want, can I tell you why? I'm sure you've heard the mortgage industry has recently tightened their belts on who and what they lend, right? Sellers know that, too. Many of them won't even let their house be shown to someone who isn't already pre-qualified. If you don't have a lender, I can make a quick call to one I work with who can get you pre-qualified over the phone in minutes, at no cost or obligation, will that work?

We could do that and wouldn't it make more sense to find out exactly what price range you need to stay under in order to obtain the monthly payment that you want? Wouldn't it be a shame to find the house you love, and then find out it's going to cost more than you want to spend per month?

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