



Discount Brokerage Objection Handlers

Tom Ferry International | TomFerry.com

Redfin/Discount Brokerage Objection Handlers

Script #1

Objection: "I can list on Redfin for 1.5%"

Opener:

I certainly understand you have options as a seller. May I explain the difference between a discount brokerage vs full services brokerage? Great.

or

(Name) the commission percentage is important ... And I find my clients appreciate the broader more comprehensive marketing that a full service brokerage provides ... Can I explain?

Body of Message:

As a full service brokerage we use all the available tools to showcase your home in the best way possible to the largest consumer base. Being exposed at that level allows us to reach the greatest amount of buyers causing you to sell at the best terms and price.

As a discount brokerage, they must be selective with the tools they use because they have to save money somehow. Too often we find it is at the cost of your exposure and that this lower exposure often causing sellers to receive lower price offers. Buyers know discount brokerages are occasionally used so they tend to try and low bid the homes because they know the seller opted for less services. Does this make sense to you?

With the market conditions still not as solid as we would all like, I think you deserve the very best exposure, would you agree? Great shall we move forward and get your home on the market?

Script #2

Objection: "I can list on Redfin for 1.5%"

Yes, you can list on Redfin for 1.5% and I charge 3%. Let's contrast our reach and results vs the discount brokerage mode ...

Contrast ...

By the way ... All of these clients paid the same (show your Zillow reviews and track record) So, the numbers are clear ...

Shall we move forward tonight?



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