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**OBJECTION HANDLERS FOR FSBO**

**1. Objection: “I’m trying to save on commission.”**

**Response**:  
"I completely understand wanting to keep more money in your pocket. A lot of homeowners feel that way initially. What I’ve found, though, is that homes listed by real estate agents tend to sell for more money—often enough to cover the commission and still leave you ahead. I specialize in getting top dollar by marketing properties effectively, negotiating offers, and ensuring that buyers are qualified. Wouldn't you agree that netting the most from the sale is what really matters?"

**2. Objection: “I’ve already had some interest from buyers.”**

**Response**:  
"That’s great to hear—you’ve obviously done a good job generating interest! But the key is getting serious, qualified buyers who will actually follow through to closing. In my experience, many FSBOs get calls from people who are 'just looking' or aren’t pre-approved. My job is to filter out those casual inquiries and focus on motivated, qualified buyers who are ready to make an offer. How much time have you been spending managing inquiries and showings?"

**3. Objection: “I’ve sold a home on my own before, so I can do it again.”**

**Response**:  
"I respect that you’ve been successful with a sale before. It’s clear you’re confident in your ability to handle the process. That said, the market can change, and with the complexities of today’s real estate market—along with negotiations, inspections, appraisals, and legalities—it can be quite overwhelming to do it all alone. I’m here to make sure nothing falls through the cracks and that you get the best deal possible. Would you be open to seeing what I could do differently this time around?"

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**4. Objection: “I don’t see the value in hiring an agent.”**

**Response**:  
"I understand that perspective—on the surface, it can seem like handling the sale yourself is straightforward. However, many FSBO sellers find that once the process gets underway, they’re spending far more time, energy, and even money than they expected. My job is to manage every aspect of the sale, from marketing and negotiations to closing, so you can focus on your life without the stress. Plus, my goal is to help you net more in the end through a combination of professional marketing and negotiating the best possible price. What if I could show you how I could add real value to your sale?"

**5. Objection: “If it doesn’t sell, I’ll consider hiring an agent.”**

**Response**:  
"I can appreciate that approach, but the longer your home sits on the market, the more 'stale' it can become in the eyes of buyers. Many buyers assume that if a home isn’t selling, there must be something wrong with it, and they may offer less than they would otherwise. By working with an agent right away, we can create a strong launch strategy that attracts buyers early, before that happens. Wouldn’t it make sense to maximize your chances of getting the best price sooner rather than later?"

**6. Objection: “I don’t want to feel pressured by an agent.”**

**Response**:  
"I completely understand, and that’s not how I work. My goal is never to pressure you, but to provide support and guidance through a process that can be overwhelming. I’m here to add value, help with the heavy lifting, and ensure that you make decisions you feel great about. How about we just have an initial conversation, and if you’re comfortable, we can take it from there?"