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**OBJECTION HANDLERs FOR EXPIREDS**

**1. “We’re not interested in selling anymore.”**

**Handler:** *"I completely understand your frustration, and many homeowners feel the same way after their home doesn’t sell. However, I’ve found that in most cases, the issue isn’t the home itself, but rather the approach. With my proven strategy, I’ve helped homeowners in your situation successfully sell, even after their listing expired. Would it hurt to discuss a plan that might get you moving sooner than you thought?"*

**2. “I’m going to relist with my previous agent.”**

**Handler:** *"I respect your loyalty to your agent. That said, one of the reasons homes don’t sell is often due to ineffective marketing or pricing strategies, which may not change if you use the same approach. What I offer is a fresh perspective and a new strategy designed specifically for homes that didn’t sell the first time. Would it be worth 15 minutes to see what a different approach can do?"*

**3. “We’re going to wait for the market to improve.”**

**Handler:** *"I understand the desire to wait for ideal market conditions, but the reality is that the market can be unpredictable. Right now, we still have strong buyer demand, and interest rates are favorable. There’s also less competition with fewer homes on the market at this time. Waiting could mean more competition or a shift in market conditions that might not work in your favor. Wouldn’t it be better to capitalize on today’s conditions with a fresh strategy?"*

**4. “We’re going to sell it ourselves (FSBO).”**

**Handler:** *"I respect your decision to try selling it yourself, and I know saving on commission is appealing. However, most FSBO homes sell for less than those listed by an experienced agent. Not to mention the time, effort, and legal complexities that can arise. With my expertise, I can help you sell faster and for more money, ultimately netting you more even after commissions. Could we meet to discuss how I can take the stress off your plate while maximizing your return?"*

**5. “I had too many showings and no offers, so we’re taking a break.”**

**Handler:** *"That must have been really frustrating, and it's often a sign that something was off with the marketing or pricing strategy. When there are showings but no offers, it usually indicates that buyers weren’t seeing the value or that the home wasn’t being presented in its best light. I specialize in analyzing where the process went wrong and correcting it to attract serious buyers. Would you be open to discussing a new plan that could result in offers, not just showings?"*

**6. “Your commission is too high.”**

**Handler:** *"I understand that commission is a concern, but I like to think of it as an investment in selling your home. Homes that are marketed effectively, staged professionally, and priced correctly often sell faster and for more money than homes without the same support. I’m confident that my services will help you net more overall, even with commission factored in. Commission has always been negotiable. Could we meet to go over how I create value for my clients that justifies the commission?"*

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**7. “I’m not ready to go through the process again.”**

**Handler:** *"I completely understand how the selling process can be exhausting, especially when it didn’t lead to a successful sale. My goal is to make the process smoother, less stressful, and much more effective this time around. With a tailored strategy, you won’t have to endure months of frustration. Let’s meet and I’ll show you how we can make this time around different."*

**8. “The price we need for the home wasn’t achievable.”**

**Handler:** *"It’s frustrating when the offers don’t match your expectations. That said, pricing is often a balancing act, and small adjustments combined with strong marketing can make a big difference. My approach is to price competitively while maximizing your home’s perceived value through targeted marketing and professional staging. Let’s meet to discuss how I can get you closer to your desired price."*

**9. “The market is the problem, not my home.”**

**Handler:** *"The market can definitely play a role in how quickly a home sells, but even in slower markets, homes are selling. Often, it’s not just the market but how the home is presented and marketed. I have strategies that are designed to make homes stand out, even in challenging markets. Let’s talk about how we can position your home to attract the right buyers despite market conditions."*

**10. “We didn’t like how our home was marketed.”**

**Handler:** *"It sounds like your home wasn’t getting the attention it deserved. Marketing is absolutely crucial in today’s competitive market, and it’s an area where I specialize. From professional photography to targeted digital campaigns and high-end print ads, I make sure your home gets the exposure it needs to sell quickly. I’d love to show you how a different approach can lead to a different result."*

**11.** "My home was already on the market. Why didn’t you bring me a buyer?"

**Handler**:  
"I completely understand your concern, and I appreciate the opportunity to explain. As much as I would have loved to bring a buyer, the reality is that as agents, we rely heavily on how a property is marketed and presented to the public. If your home wasn’t getting the right exposure or if the pricing strategy wasn’t attracting the right buyers, that could have been a major factor in why I and other agents may not have had it on our radar for our clients.

The good news is that this is something we can absolutely correct. I specialize in working with expired listings, and I’ve found that a fresh approach—whether it’s in marketing, pricing, or presentation—can make all the difference. Let’s take a look at what may have been holding your home back, and I can show you how my strategies can get it sold this time around.”