

Handling Objections / Direct Statements From Motivated Sellers

When dealing with Motivated Sellers remember that your goal is to step them through the “5 Steps To A Close”. In review the five steps are:

- 1) Build Rapport Through Active Listening***
- 2) Agitate The Sellers Housing Pain***
- 3) Force The Seller Into The “Present Tense”***
- 4) Get The Seller To Say “YES”***
- 5) Tell The Seller “HOW” They Can Do Business With You***

Part of the process of Step #1 is to handle the sellers objections. This can be done by:

- 1) Calling Them By Name,***
- 2) Agreeing With Them (I understand...),***
- 3) Asking Focused Questions***

Below are some common objections / statements you will hear from Motivated Sellers along with a few examples of responses you could give.

What Is The Most You Will Pay Me For My House? (If asked early on in the conversation)

Well _____, that is a great questions and I completely understand why you would want to know that right away...but in order for me to create a valid offer I need just a little more information about your property. Wouldn't you agree that you deserve a solid offer that makes sense to the both of us?

I Don't Want To Tell You That Information. (When doing your pre-screening and you ask about Mortgage balance)

Well _____, I can understand why you would protect certain personal information from strangers. Hopefully you realize that in order for me to reasonably evaluate your property to make a valid offer that makes sense for the both of us, I will need that information so I know how much it will costs for you to pay off your existing mortgage balance. Doesn't that just make sense?

Another Buyer Made Me An Offer For _____ Just Last Month? (You might hear this after you through out a ballpark value / offer over the phone)

That's great _____, I am happy that you realized \$_____ is an amazing offer...did you take it?

(Let them answer)

Well _____, I know the local real estate market extremely well. Real estate is what I do full time and after I did my local research here is what I found...

(Take them through your findings and walk them backwards through the numbers)

_____, here is the thing you need to remember...I am appreciative that you are giving me an opportunity to do business with you today...but at the end of the day I have to make sound business decisions based off the realities of the current market...not through speculating on future values. I am willing to re-evaluate my #'s and give you my highest and best offer. Is that fair?

My Cousin Is A Real Estate Agent And She Said My House Is Worth _____? (May come out as "A House Down The Street Just Sold For \$_____")

_____, one of the reasons I like working with sellers like you is because you have taken the time to educate yourself and you focus on finding a solution to your housing problem. I bet you would agree with me that housing values over the last few years have been a roller coaster of up's and down's. While your cousin may believe that your house is worth \$_____, new short sales and foreclosures are coming on the market everyday and values will continue to fluctuate each month. With that being said...I am a fair businessman/woman and I will take another look at the neighborhood sales statistics and see if I see what your cousin says your house is worth. Does that sound fair?

I Think I Will Just List My House With An Agent. (You might hear this after you through out a ballpark offer over the phone or in person)

_____, selling through an agent may be a good choice for you if your willing to wait around for 90 days of more before you close and get paid. In my opinion, there are three main problems with selling through a real estate agent:

- 1) The time it takes to find a qualified buyer - Getting a loan now-a-days can be tricky.
 - 2) The fact that most qualified buyers are picky and want you to make all the repairs before they will close.
- and

3) Most buyers now-a-days pay less than asking price plus you have to pay your side of closing costs and whatever it costs to maintain the property while your hunting for a buyer.

Now after talking with you I realize that you are a smart seller and can see that selling quickly and hassle free for all cash is just a better business decision for you and your family...wouldn't you agree?

How Did You Get My Information? (You might hear this after you sent the seller a postcard or letter)

_____, my company invests in property all over _____ County and recently we decided we were going to pick up some more houses in your neighborhood. Each quarter we send out some advertising so you and all your neighbors received a postcard / letter. We are not targeting you, but I am glad that you called if you are interested in seeing what we can pay for your house. Can you please give me your address so I can pull up your property information in my system?

Let Me Talk With My Wife / Husband / Attorney. (You might hear this after you present an offer)

No problem _____, I think that it is extremely important to have the decision makers on the same page. Are you o.k. with the price and terms we discussed?

(Let them answer)

_____, we spent a lot of time creating a plan that can really benefit you and your family...would it be o.k. if we talked to them together so I can be available to answer any of their questions just like I did for you?

Give Me Some Time To Think About It. (You might hear this after you present an offer)

That's great _____. While I am here (or on the phone) what are your main concerns that you will be thinking about? Perhaps I can answer some more questions for you to make you feel more comfortable.

Final Note: When getting off the phone always thank them for giving you the opportunity to make an offer on their property!