

Buyer: Not a Good Time to Buy Script

Buyer: I am concerned about the market and I want to wait and see...

Agent: Ok, I can appreciate that. Other than your concern about the market, is there any other reason you wouldn't want to buy a house right now?

Buyer: No that's it...

Agent: Ok perfect. Can I share with you the three main reasons why I believe buying right now is a good idea?

Buyer: Yes....

Agent: Ok, so we have three key things (Use your hands to count them)... Supply. We have been on a downward trend of listings for several years.

Buyer: But I keep seeing more houses come up?

Agent: Yes, however this is a temporary increase of sellers trying to cash in on the higher prices.

Demand. We have the largest buying group trying to get into the real estate market while competing against a growing population and 400,000 new immigrants each year. So less listings **and** more buyers.

And, Cost: We still have low interest rates... So you will pay less monthly, and build equity faster!

Buyer: Hmm, I didn't know that!

Agent: Listen, there are a million reasons to buy a home; save on rent, pride of ownership, build wealth etc...**You** have already decided you want to buy a house... we just want to assure you that the time to buy is now!

Buyer: That is interesting, but everything went way up the last couple of years?

Agent: You're right, they did go up with **lifestyle** changes that people have made. And right now, there is a temporary dip caused by reactions to the headlines we are seeing (gas, interest, wars, etc.), so it is actually a window of opportunity!

Buyer: Ok, that makes sense.

Agent: Home prices have been in an upward trajectory since the 1970s, there are ebbs and flows, that's how it has always gone. It will recover. With no foreseeable changes to population or supply, do you think it would make sense to buy now, before prices go **back** up **and** start building equity and enjoying your home?

Buyer: Yes... lets buy right now...