

PRICE REDUCTION SCRIPT

1. (Name) ... I made a terrible mistake when I listed your home ... can I explain?
When I listed your home, I wasn't strong enough on the price ... so ... I wrote down four solutions ... OK ...?
 - 1) Reduce the price tonight by ____%! () Great!
 - 2) Add an additional 1 to 2% commission for the Selling Agent! () Fantastic!
 - 3) Extend the listing agreement to its original term ... () Terrific!
 - 4) I'll have to give you the listing back ... _____ I know this is tough ... which of the four is better for you?
2. Mr. and Mrs. Seller ... based on my knowledge ... it seems you're still the highest bidder for your home ... we need to go ahead and reduce the price by _____ ... tonight!
3. Hi _____ ... I'm calling in with your weekly update ... in the last seven days, we've had ____ showings ... and _____ offers. As we've discussed ... it's time to reduce the price ... so we can create some activity and receive some showings.
4. On a scale of 1 – 10 ... 10 meaning ... We must move now ... 1 meaning we'll move only if we get our price ... where would you rate yourself in terms of your motivation to sell this home?