

Objection Handler #21

Why Is Your Suggested Listing Price So Much Lower Than Other Agents

We Talked To ?

(Their name), are you familiar with the term "buying the listing"?

(No)

No?! Really!? What that means is another agent is going to tell you a much higher price to make you excited and make you want to list your home with them, then every week they are going to come back and beat you up for a price reduction to bring it back to market value. You do want to net the most money possible, correct?

(Yes, of course)

That is why it is vitally important to list the property at the current market value, not fantasy value.