

Objection Handler #20

I Have Seen This Marketing Plan From Other Agents, What Makes

Yours Different?

(Their name), are you familiar with the difference between passive and active marketing?

(No)

Really? Well, passive marketing is making a few pretty brochures, putting a sign in the front yard, and hoping/praying someone shows up to buy it! Active marketing is what I do, which means every morning starting at 7:30 myself and my team are on the phone calling agents, buyers, your neighbors, our past client database, and everyone on earth we can think of that might be interested or know of an interested buyer for your home, in addition to all of the passive marketing we are doing.