

## PRICE OBJECTIONS SCRIPT

OBJECTION: Let's just try \$475,000 and see what happens.

(their name), I completely understand your goal is to net the most money possible. But, if we increase the price 5% over market value, we are going to lose almost 30% of interested buyers. And you do want to net the most money possible, correct?

(Yes)

Great, that's why when we list at market value you will receive the highest price possible for your home.

OBJECTION: Two other agents told me they would have no problem selling it at my price.

(their name), I completely understand, but are you familiar with the phrase, "buying the listing"?

(No)

Well, what that means is that an agent will tell you any price possible to get a signed listing agreement and then list your home and keep beating you up week after week to lower the price. The problem with that is after the first couple of weeks the only people interested in your home are bottom feeders. Let's do the right thing and list it at \$475,000.

OBJECTION: My neighbor just down the street sold their house for \$475,000.

(their name), I can appreciate that your neighbor sold at \$475,000 but as you are aware every property has different features and benefits. That particular property is actually 4,000 SQFT larger than yours, therefore commanding a higher price.