

Seller Scripts and Objections

1. The other Realtor said he would reduce his commission to 4%. That would save us a lot of money. Will you do the same?

Agent: Boy, that sounds great up front. Let me tell you what concerns me about that. Look at all the number of homes on the market and look at the number of homes that have sold. Quite a difference, huh?

Seller: Yes.

Agent: You said you had to be in [Insert Seller's destination] and you wanted to be there in [Insert Seller's Timeframe] days with your family, which means this home has to be sold and closed in [Insert Seller's Timeframe] days. Right?

Seller: That's right.

Agent: So if your home is offering less money to agents who show your home and another home that is close in square footage and floor plan to yours is offering the agent more money, which one are they going to show?

Seller: The one that offers them the most money.

Agent: That's right. No different than you going to work and being presented with two jobs that are identical, take the same amount of time and effort, and yet one pays more than the other. You would take the one with the most pay just like the Realtors. Right?

Seller: Yes.

Agent: So [Insert Seller's Name], do you want me to keep helping other homes sell or do you really want to be in [Insert Seller's Destination] in [Insert Seller's Timeframe] days? The choice is yours. Still on the market in [Insert Seller's Timeframe] days or possibly sold and closed in [Insert Seller's Timeframe] days?

2. The Seller sees the market shift and has unrealistic expectations.

We just want to try a higher price for a couple of weeks, and then we'll reduce it if we don't get an offer.

Agent: [Insert Seller's name], here's one of the most important reasons you hire a fiduciary consultant instead of a salesperson. Wouldn't it be a lot easier for me to just agree with you right now?

Seller: Yes. I guess it would.

Agent: The sale of your property is simply too important for me to do that. I choose not to fall into the category of just another salesperson telling you what you want to hear. To be perfectly candid with you, it's much like the old saying: "You never get a second chance to make a first impression." Have you ever thought about who you are actually marketing your property to?

Seller: Well the buyers of course.

Agent: Certainly the buyers are important and in reality who is going to bring you those buyers?

Seller: Oh, I guess you're referring to the Realtors.

Agent: That's exactly right. Now let's think about it for a moment, if you overprice your property, how quickly do you think the word will get around to the Realtor community?

Seller Based on what you're implying, it will happen pretty quickly.

Agent: [Insert Seller's name], once the Realtors know your property is overpriced, what's the likelihood of them showing it in our current market?

Seller: Pretty slim, I guess.

Agent: You're right. And even if they did show it at this price, isn't there a very real possibility they would be using your property to sell another home that is priced right?

Seller: Yes.

Agent: So why don't we list your house at a fair price that will get it sold quickly? OK?

Seller: OK.

Option A

Seller's Objection

We know we can always come down later.

Agent: Yes, you could do that. Now let me ask you again where are you moving to?

Seller: [Seller will answer].

Agent: And you need to be there by when?

Seller: [Seller will answer]

Agent: [Insert Seller's name], with homes taking [Insert average sales time] days to sell, we are already behind your goal aren't we?

Seller: Yes.

Agent: So the question is do you want to be at a higher price and continually lower it or do you want to be in [Insert Seller's destination] as quickly as possible?

seller: I want to be in [Insert Seller's destination]

Agent: Great let's price it right and get it sold so you can be where you need to be in the time you need to be there. OK?

Seller: Ok.

Agent: So simply sign the contract and put me to work for you.

Seller: OK.

Option B

Seller's objection

We know we can always come down later.

Agent: You could do that. Out of curiosity has there ever been a time when you saw a home on the market for a long time?

Seller: Yes.

Agent: And what were your thoughts about that home?

Seller: I wondered what was wrong with it?

Agent: [Insert Seller's name], that's exactly what buyers think. So the real question is do you want buyers to think something is wrong with your question is do you want buyers to think something is wrong with your home and that's why you have to drop the price or do you want to price it right and make the most money?

Seller: I want to make the most money.

Agent: Great. So that automatically tells us we need to price it right after all. If we priced it at \$299,900 and it sold, wouldn't that bring you more money than pricing it at \$350,000 and then dropping the price every month until the buyers start thinking something is wrong with it and you end up getting an offer at \$279,900? After all, which is better: \$299,900 or \$279,900?

Seller: \$299,900, of course.

Agent: Great. I'm glad you agree on the price of \$299,900 so we can sell your home. Simply sign the contract and put me to work for you, OK?

Seller: OK.

3. The Seller has fear of selling at the wrong time.

Seller's objection

We just can't afford to sell now when the prices are down.

Agent: [Insert Seller's name], I understand the price you get for your home is important to you and you want the highest price possible. Right?

Seller: Right?

Agent: Here is the number of all the properties for sale and here is the number of all the properties sold. So you can see the sold number is much smaller than the for sale number. Right?

Seller: Right.

Agent: Luckily you are becoming aware that only the homes that are priced right make it on to the sold list. Does that make sense?

Seller: That makes sense.

Agent: [Insert Seller's name], you want to buy a new home and want your home to be sold [Insert Seller's timeframe]. Correct?

Seller: Correct.

Agent: In order to sell your home we need to price it right. Don't you agree?

Seller: I guess.

Agent: [Insert Seller's name], you want the highest price the market will bear. Frankly you need a Realtor that understands the market and can interpret it. Like me. Let's choose a price that will get it sold, OK?

Seller: OK, let's do it.

4. The Seller has unrealistic expectations about the value of their home.

Seller's Objection

We just don't think that the market is nearly as bad as everyone thinks, and our house is a lot nicer than the others in the neighborhood.

Agent: [Insert Seller's Name], I can appreciate where you are coming from and let's take a quick look at the market statistics for your area. Today there are [Insert Date] times the number of houses on the market than there were just a year ago and as you can see sales are down approximately [Insert data] percent. From a marketing standpoint this theory is called supply and demand. Therefore when the supply goes up and the demand goes down what has to happen to pricing? Does it go up or down?

Seller: Down.

Agent: Let's do the right thing and do it based on the shifting market and price the home where it will sell, not a price that will cause it to expire.

Seller: Well our house is better than the others.

Agent: I completely respect your belief in the value of your home. And I'm curious, has there ever been a time in your life when you were surprised when you saw the asking price of something?

Seller: Yes.

Agent: Then let's make the wise decision to price it right so that you can move forward with your plans. OK?

seller: OK.

5. The Seller is afraid that the sale price will not cover what is owned on the mortgage.

Seller's Objection

We have to get a higher price or we won't be able to pay our closing cost.

Agent: [Insert Seller's name], I can appreciate your concerns, and let me ask you: Have you ever bought stocks or known of someone who has?

Seller: Yes.

Agent: Well let's say that you bought stock at \$39 per share and now you need to sell the stock and it is worth \$29 per share. Does the stock market care that you are going to lose money?

Seller: NO.

Agent: Well the real estate market is just like the stock market. It dictates what properties will sell for. In essence, the buyers tell us what they are willing to pay for a home in this area at this time which makes the market. The market is telling us this is the price your home will sell for. Let me ask you, do you have friends, family, or a credit card we could borrow the extra money from to cover the deficit?

Seller: Yes, but I don't want to do that.

Agent: Well I understand and what are your options? First one, we place the home on the market at a high price and let it sit. Now, in our market, prices are going which way: up or down?

Seller: Down.

Agent: That's right. So it will never sell. Second, we could price it right and borrow the money from friends, family or a credit card and get it sold. Or, third, we could not sell at all and stay right where you are, losing money every month. Which is the best choice for you?

Seller: I don't like any of those choices.

Agent: I don't blame you and yet it is reality. You did want me to be honest with you didn't you?

Seller: Yes.

Agent: Remember I am here to help you. Has there ever been a time when you had to give up one thing in order to move ahead to get another?

Seller: Yes.

Agent: Well this time is like that time. Let's give up some now and cause the pain to go away, knowing you will heal and be back on your feet soon. This will be something you'll look back on and say I'm glad I moved forward with my life. OK?

Seller: OK.

6. The Seller may not be willing to bring his property up to standard.

Seller's Objection

All the agents that have been through have loved our home and have told us how nice it is.

Agent: [Insert Seller's name], I can appreciate that. You do have a very nice property, otherwise I wouldn't be here. The ultimate question is: are those Realtors going to buy your house?

Seller: Well, no I don't think so.

Agent: Just out of curiosity, let's pretend you were a Realtor and in order to make money you had to attract buyers so you could sell them a home and you know that most buyers call from the signs in front of homes. How many signs would you want to have out to attract buyers?

Seller: As many as I could.

Agent: That's right, all Realtors would. And let's say you came to my home and you didn't care if my home sold as long as you could get a sign in front and attract a lot of buyers. Might you tell me anything I wanted to hear in order to get your sign in front of my house, attract a lot of buyer calls and sell them other houses?

Seller: Yes.

Agent: The agents that were here before me may not have as high of standards that I do. Maybe that's why the homes that have my signs in front of them also have sold signs on them. You want an agent that tells you the truth right?

Seller: Yes I do.

Agent: Believe me, if I didn't care if your home sold for top dollar and I just wanted the buyers off your sign, I would be telling you the same thing as all the others. It is important that you know: (1) I tell the truth no matter how uncomfortable it is, (2) I get sellers more money than almost any other Realtor in my area and (3) I get more money in less time because the standards I have for my sellers are placing their home on the market in the best possible condition so it screams value over all the other homes a buyer is comparing their home to. Because my sellers want the most money and the quickest sale possible they bring their home to the highest standards and you do want the most money right?

Seller: Absolutely.

Agent: Since buyers will look at about 10 to 12 homes before deciding which one to buy, it means your home will be in competition with 9 to 11 other homes at all times. Let's show as much value to the buyers as possible and make the other homes pale in comparison to yours. Doesn't that make sense?

Seller: Yes.

Option A

Seller's Objection

All the agents that have been through have loved our home and have told us how nice it is.

Agent: [Insert Seller's name], I can appreciate that. Do you remember when you were buying this house?

Seller: Yes.

Agent: Think back to when you saw a room that needed to be painted. Did you think in terms of the cost of the paint, or did you go, oh we'll have to get a professional painter and that will cost \$1,000?

Seller: If I'm honest, I'm sure we thought of how much a painter would cost.

Agent: That's how 99% of the buyers think. So does it make more sense for you to paint the three bedrooms yourself or have the buyers deduct another \$1,000 from your asking price?

Seller: Why do you say \$1,000? Why wouldn't you say \$500?

Agent: Think about it. Have you ever watched anyone buy a house and be realistic about the actual fixup or repair amount?

Seller: Well, no, probably not.

Agent: Of course not. When buyers go through the property, aren't they typically looking for excuses to reduce the price they want to offer on the property? Doesn't it make more sense to eliminate those excuses up front?

Seller: I guess so.

Agent: Good! Let's walk through your home and look at it through the eyes of a buyer and determine what we need to do to get you the most money, OK?

Seller: OK.

7. Seller's Motivation

Do you really want to sell your house?

Are you willing to price your house to sell or do you want it to sit on the market?

Do you want me to sell it for you?

8. Seller's Goals / Emotion

Where are you moving to?

When do you need to be there?

What is important to you about that?

Ultimately, what will all of that do for you?

Don't you think you deserve that?

Then let's DO THE RIGHT THING and get your house on the market right away.

9. Setting Expectations When Working with Sellers

The National Association of Realtors states that if we go two weeks without a showing, or we have ten showings without a single offer, then it's time to adjust and improve the price of your home. So, if we go two weeks without a showing or we have ten showings without an offer, then I want you to expect a call from me. At that time I'm going to ask you to adjust and improve the price so that we can accomplish our goal of selling your house. Remember, I don't make the market, I simply interpret it – does that make sense?

10. Showing Homes – Seller Present and Wants to Tour the Home with You

Hello Mr./Mrs. Seller, my name is _____ with Keller Williams Realty and this is Mr. / Mrs.

_____. We appreciate the opportunity to look at your home. If it would be all right we'll just go through ourselves. Where will you be in case we have any questions?

Other Scripts

1. Request Referrals

When we're successful in (finding you a home or selling your house), I'm going to ask a favor. I'm going to ask you to refer us and our services to someone whom you feel is in need of them. I'm not going to ask you now; first, I've got to earn your trust and confidence by accomplishing your goals. Then once that's done, I'll ask you. Does that sound fair? By the way, it doesn't matter what part of North America they are in; I have a network of almost 80,000 Keller Williams Agents that I can refer them to so that they can experience the same level of professionalism that I intend to provide for you – fair enough?

2. Isolate the Objections

Other than _____, is there any reason you wouldn't _____ today?

3. Expectations

No one will work harder or more professionally for you than our team. Our team promises to _____ at the best possible price, get you to the closing table with the least amount of hassle possible, and do it within the time frame that you desire.

4. Negotiating

You know, they say price is only an issue when you don't want something. Your family's happiness holds far greater value than the small difference in price, doesn't it? Let's go write it up and get you on your way to years of happy memories. Sound good?

5. Showing the Difference between Agents

The traditional agent is a "jack of all trades" and a master of none. I'm a buyer specialist, which means all I do is work with buyers. My sole job is to find you the perfect home. So I have to ask, what kind of an agent would you like to work with? One who works with buyers 100 percent of the time, or somebody who works with buyers, sellers, mortgage companies, inspections, and everything else in between? You want my kind right?

6. Setting Expectations

I don't try to sell you any particular home. What I do is sell you on our service. You pick the home and we will help you buy it at the best possible price and terms. Fair enough?