

Script 1

Situation

Seller wants the Realtor to reduce the commission.

Seller's Objection

The other Realtor said he would reduce his commission to 4 percent. That would save us a lot of money.

Option A

Script

AGENT: So _____, I appreciate the fact you want to save money. Everyone does. Let me ask you is it what you pay that's important or what you put in your pocket when it's all over?

SELLER: What I put in my pocket, of course.

AGENT: Absolutely. So when we look at the multiple listing statistics they show that the average agent in our area is receiving 94% of

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their asking price. And the same multiple listing statistics show me at 99.2% of my asking price. Now, that's putting 5.2% more in your pocket, which is what you want right?

SELLER: Right.

AGENT: That's right, so let's simply sign the contract so we can get you what you want – which is the most money possible, OK?

SELLER: OK.