

Script 2

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 B

Script

AGENT: _____, I understand. And let me ask you did you have to plead and persuade this Realtor to lower his commission or did he just offer the first time you asked?

SELLER: He just offered the first time.

AGENT: That's what I thought. You know what scares me about that?

SELLER: What?

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AGENT: Let's say you have a large bowl right here on the table and it is holding all the money you are going to receive for your home. You're asking _____ so picture that _____ dollars in this bowl. Now are you going to have a wimp protecting your money, someone who reached into their own pocket and took his own money out without even putting up a fight, or do you want a bull dog like me, someone who will protect your money as much as I protect my own? You want my kind who will look out for your money and get you top dollar, right?

SELLER: Yes, I want top dollar.

AGENT: Great. So simply sign the contract so we can get you what you want in the time you want. Won't that be great?

SELLER: Yes.