

Script 3

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 C

Script

AGENT: _____, I can appreciate that. You know what amazes me about real estate is you take a new agent who can't even make it to the next house without a map and knows nothing about the market, floor plans, or etc. because they're new, and they get paid the same amount as an agent who has been in real estate for many years who knows the market and has sold many homes. Let me ask you, do you want someone who understands real estate and knows how to treat it like a

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business or someone who doesn't understand money and the business of real estate?

SELLER: I'm not certain what you mean.

AGENT: Well, let's look at commission, the money of real estate and business. Let's say you own this business and you know that 3% goes to the other broker, the one that sells your home. 1% of it goes to taxes and 1% goes to your broker and expenses, and the other 1% goes to marketing your home. What does that leave the other Realtor?

SELLER: If you look at it that way, he's in the hole.

AGENT: Doesn't that scare you that he doesn't know that? Doesn't it scare you that he is willing to work for nothing?

SELLER: Yes.

AGENT: Do you know why he's willing to work for nothing?

SELLER: No.

AGENT: Because 18% of all buyers according to the National Association of Realtors come in contact with the Realtor they

buy from when they call on a for sale sign. So he wants to place a sign in front of your home to obtain buyers for other properties. Do you want someone who wants to sell your home, get you top dollar, and cares about you and your family, or someone that wants to obtain buyers so they can make money off of you?

SELLER: Someone who cares about me and my family.

AGENT: Great. Let's get started and get you and your family moved by getting you the best price. OK?

SELLER: That sounds great.

AGENT: Let's simply sign the contract and get you and your family moved.

SELLER: OK.