

# Script 4

## Situation

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Seller wants the Realtor to reduce the commission.

## Seller's Objection

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

## Option D

## Script

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**AGENT:** \_\_\_\_\_, I totally understand that you want the best deal possible. And I'm curious, has there ever been a time in your life when you bought something that was at a discount and found out later that it didn't perform to your satisfaction?

**SELLER:** Well, of course.

**AGENT:** Well this time is just like that time. May I explain?

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**SELLER:** Yes.

**AGENT:** Any agent who is willing to take your listing at a discount is hurting you in two ways. He is either going to slice his own commission, meaning that he would make more money to sell someone else's house, or he will reduce the commission to the buyer's agent meaning that most of those agents would rather not show your house. That doesn't sound good does it?

**SELLER:** No.

**AGENT:** And to make matters worse, discount brokers nationwide account for only a small percentage of the homes that are actually sold. Are you okay with having a small percentage of a chance of selling this home?

**SELLER:** No, not at all.

**AGENT:** Great then sign here and let's ensure you get this home sold.

**SELLER:** OK.