

# Script 5

## 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 E

## Script

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**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 \_\_\_\_\_ and you wanted to be there in \_\_\_\_\_ days with your family, which

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means this home has to be sold and closed in \_\_\_\_\_ 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 \_\_\_\_\_, do you want to keep helping other homes sell or do you really want to be in \_\_\_\_\_ in \_\_\_\_\_ days? The choice is yours. Still on the market in \_\_\_\_\_ days or possibly sold and closed in \_\_\_\_\_ days?

**SELLER:** I would like to be sold and closed in \_\_\_\_\_ days.

**AGENT:** That's what I thought. We need all the marketing and power that I have to offer to you to do the job and that means a commission that will get the home sold. So simply sign the contract and let's get you to \_\_\_\_\_ as quickly as possible. OK?

**SELLER:** OK.