

Script 6

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 F

Script

AGENT: I can appreciate that, _____. What would happen if you hired me at 6%? Paying me means you would have someone really working for you. May I explain?

SELLER: Yes.

AGENT: See, most agents follow the 3P system of selling real estate. The 3P system is they Put a sign in your yard, they Place it in MLS, and Pray someone else sells it. Now I follow the 4P System.

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The 4P system is being Proactive and actually looking for buyers to buy your home. In essence, I pick up the phone and call, searching for your buyer. I also let my marketing search for buyers. So if you would be willing to sign the contract tonight, I would be willing to get on the phone tomorrow and start looking for the buyer to buy your home and then negotiate in your behalf to get you the most money possible, just like I'm negotiating with you for the most money right now. Doesn't that make sense?

SELLER: Yes.

AGENT: Great, so let's sign the contract and get you moved, which is what you want, right?

SELLER: Absolutely. Yes.