

Script 7

Situation

The Seller sees the market shift and has unrealistic expectations.

Seller's Objection

We just want to test the market and see if we can get a buyer at a higher price.

Script

AGENT: I'm confused. Did you want to test the market or sell your home?

SELLER: I want to sell it at the highest price.

AGENT: That's great! We have the same goal. Let me ask you have you ever bought or sold stocks or know of someone who did?

SELLER: Yes.

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AGENT: Well if you bought a stock at \$49 and wanted to sell it and the market said it was worth \$49.50 would you place a higher value on it to test the market or would you sell it for market value?

SELLER: Market value if I wanted to sell.

AGENT: You're right. You want to sell for the most money and the real estate market dictates what you will receive, just like the stock market. So let's sell your home for the highest price the market will allow, which is what you want, correct?

SELLER: Yes.

AGENT: Then the price based on the market analysis is telling us today your home should sell for _____. Let's price it right so you and your family can move. Does that make sense?

SELLER: Yes it does.