

Script 9

Situation

The Seller sees the market shift and has unrealistic expectations.

Seller's Objection

We just want to try a higher price for a couple of weeks, and then we'll reduce it if we don't get an offer.

Option B

Script

AGENT: _____, wouldn't the buyer need to see your property if they were going to make an offer?

SELLER: Yes, why do you ask?

AGENT: You see, in today's market properties rarely get shown unless they are fairly priced. Why would a buyer want to look at an overpriced or extremely high priced property? Doesn't it make sense to price your property extremely well within the range of

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value in order to generate showings, and therefore potential offers?

SELLER: When you put it that way, I agree.