

# Script 10

## 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 C

## Script

---

**AGENT:** \_\_\_\_\_, here's one of the most important reasons you hire a fiduciary consultant instead of a salesperson. Wouldn't it be a lot easier for me to just agree with you right now?

**SELLER:** Yes. I guess it would.

**AGENT:** The sale of your property is simply too important for me to do that. I choose not to fall into the category of just another

## Make Your Own Market Audio Scripts

---

salesperson telling you what you want to hear. To be perfectly candid with you, it's much like the old saying: "You never get a second chance to make a first impression." Have you ever thought about who you are actually marketing your property to?

**SELLER:** Well the buyers of course.

**AGENT:** Certainly the buyers are important and in reality who is going to bring you those buyers?

**SELLER:** Oh, I guess you're referring to the Realtors.

**AGENT:** That's exactly right. Now let's think about it for a moment, if you overprice your property, how quickly do you think the word will get around to the Realtor community?

**SELLER:** Based on what you're implying, it will happen pretty quickly.

**AGENT:** \_\_\_\_\_, once the Realtors know your property is overpriced, what's the likelihood of them showing it in our current market?

**SELLER:** Pretty slim, I guess.

**AGENT:** You're right. And even if they did show it at this price, isn't there a very real possibility they would be using your property to sell another home that is priced right?

**SELLER:** Yes.

**AGENT:** So why don't we list your house at a fair price that will get it sold quickly? OK?

**SELLER:** OK.