

Script 11

Situation

The Seller sees the market shift and has unrealistic expectations.

Seller's Objection

We know we can always come down later.

Option A

Script

AGENT: Yes, you could do that. Now let me ask you again where are you moving to?

SELLER: _____.

AGENT: And you need to be there by when?

SELLER: _____.

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AGENT: _____, with homes taking _____ days
to sell, we are already behind your goal aren't we?

SELLER: Yes.

AGENT: So the question is do you want to be at a higher price and
continually lower it or do you want to be in _____
as quickly as possible?

SELLER: I want to be in _____.

AGENT: Great let's price it right and get it sold so you can be where you
need to be in the time you need to be there. OK?

SELLER: OK.

AGENT: So simply sign the contract and put me to work for you.

SELLER: OK.