

Script 12

Situation

The Seller sees the market shift and has unrealistic expectations.

Seller's Objection

We know we can always come down later.

Option B

Script

AGENT: You could do that. Out of curiosity has there ever been a time when you saw a home on the market for a long time?

SELLER: Yes.

AGENT: And what were your thoughts about that home?

SELLER: I wondered what was wrong with it.

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AGENT: _____, that's exactly what buyers think. So the real question is do you want buyers to think something is wrong with your home and that's why you have to drop the price or do you want to price it right and make the most money?

SELLER: I want to make the most money.

AGENT: Great. So that automatically tells us we need to price it right after all. If we priced it at \$299,900 and it sold, wouldn't that bring you more money than pricing it at \$350,000 and then dropping the price every month until the buyers start thinking something is wrong with it and you end up getting an offer at \$279,900? After all, which is better: \$299,900 or \$279,900?

SELLER: \$299,900, of course.

AGENT: Great. I'm glad you agree on the price of \$299,900 so we can sell your home. Simply sign the contract and put me to work for you, OK?

SELLER: OK.