

Script 13

Situation

The Seller has a fear of selling at the wrong time.

Seller's Objection

We just can't afford to sell now when the prices are down.

Option A

Script

AGENT: _____, I can appreciate that. It sounds like you want to save money. Is that correct?

SELLER: Yes.

AGENT: Well, you are going to sell at a lower price than you imagined. That is true. I don't make the market, I only interpret it. So please don't shoot the messenger. The market states your home is worth _____. There an exciting part to this however, may I explain?

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SELLER: Yes. What can be exciting about me getting less money?

AGENT: It's called supply and demand. Right now in our market there are a certain number of buyers that are willing and able to buy a home. Would you agree with that?

SELLER: Yes, I agree.

AGENT: And do you think there are more buyers able to buy in a lower price range than a higher price range? For example, are there more million dollar buyers or more \$100,000 buyers?

SELLER: More \$100,000 buyers.

AGENT: Right. So when you sell you will be buying a larger and more expensive home than what you currently own, right?

SELLER: Right.

AGENT: So you will have more buyers for your home than the one you are buying correct?

SELLER: Yes.

AGENT: Great. So we agree that supply and demand dictates price. With you having more buyers you will sell at one price and buy at another price. Now the exciting part, _____, is your home is not worth as much as you expected and yet the seller selling the home that you are going to buy will have to price their home at a percentage rate lower than yours. So in essence you are saving money by buying now, aren't you?

SELLER: That makes sense.

AGENT: All we need to do now is simply price the home to sell and make you a great buyer to negotiate the best price on the home you buy. Isn't that right?

SELLER: That's right.