

Script 14

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 B

Script

AGENT: _____, I understand the price you get for your home is important to you and you want the highest price possible. Right?

SELLER: Right.

AGENT: Here is the number of all the properties for sale and here is the number of all the properties sold. So you can see the sold number is much smaller than the for sale number. Right?

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SELLER: Right.

AGENT: Luckily you are becoming aware that only the homes that are priced right make it on to the sold list. Does that make sense?

SELLER: That makes sense.

AGENT: _____, you want to buy a new home and want your home to be sold _____. Correct?

SELLER: Correct.

AGENT: In order to sell your home we need to price it right. Don't you agree?

SELLER: I guess.

AGENT: _____, you want the highest price the market will bear. Frankly you need a Realtor that understands the market and can interpret it. Like me. Let's choose a price that will get it sold, OK?

SELLER: OK, let's do it.