

# Script 15

## Situation

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The Seller has unrealistic expectations about the value of their home.

## Seller's Objection

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We just don't think that the market is nearly as bad as everyone thinks, and our house is a lot nicer than the others in the neighborhood.

## Script

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**AGENT:** \_\_\_\_\_, I can appreciate where you are coming from and let's take a quick look at the market statistics for your area. Today there are \_\_\_\_\_ times the number of houses on the market than there were just a year ago and as you can see sales are down approximately \_\_\_\_\_ percent. From a marketing stand point this theory is called supply and demand. Therefore when the supply goes up and the demand goes down what has to happen to pricing? Does it go up or down?

**SELLER:** Down.

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**AGENT:** Let's do the right thing and do it based on the shifting market and price the home where it will sell, not a price that will cause it to expire.

**SELLER:** Well our house is better than the others.

**AGENT:** I completely respect your belief in the value of your home. And I'm curious, has there ever been a time in your life when you were surprised when you saw the asking price of something?

**SELLER:** Yes.

**AGENT:** Well this time is just like that time. If we price this home above the market value, the buyers will be equally shocked and will simply move on to the next home. We don't want that to happen, do we?

**SELLER:** No.

**AGENT:** Then let's make the wise decision to price it right so that you can move forward with your plans. OK?

**SELLER:** OK.