

Script 17

Situation

The Seller may not be willing to bring his property up to standard.

Seller's Objection

All the agents that have been through have loved our home and have told us how nice it is.

Option A

Script

AGENT: _____, I can appreciate that. You do have a very nice property, otherwise I wouldn't be here. The ultimate question is: are those Realtors going to buy your house?

SELLER: Well, no I don't think so.

AGENT: Just out of curiosity, let's pretend you were a Realtor and in order to make money you had to attract buyers so you could sell them a home and you know that most buyers call from the signs

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in front of homes. How many signs would you want to have out to attract buyers?

SELLER: As many as I could.

AGENT: That's right, all Realtors would. And let's say you came to my home and you didn't care if my home sold as long as you could get a sign in front and attract a lot of buyers. Might you tell me anything I wanted to hear in order to get your sign in front of my house, attract a lot of buyer calls and sell them other houses?

SELLER: Yes.

AGENT: The agents that were here before me may not have as high of standards that I do. Maybe that's why the homes that have my signs in front of them also have sold signs on them. You want an agent that tells you the truth right?

SELLER: Yes I do.

AGENT: Believe me, if I didn't care if your home sold for top dollar and I just wanted the buyers off your sign, I would be telling you the same thing as all the others. It is important that you know: (1) I tell the truth no matter how uncomfortable it is, (2) I get

sellers more money than almost any other Realtor in my area, and (3) I get more money in less time because the standards I have for my sellers are placing their home on the market in the best possible condition so it screams value over all the other homes a buyer is comparing their home to. Because my sellers want the most money and the quickest sale possible they bring their home to the highest standards and you do want the most money right?

SELLER: Absolutely.

AGENT: Since buyers will look at about 10 to 12 homes before deciding which one to buy, it means your home will be in competition with 9 to 11 other homes at all times. Let's show as much value to the buyers as possible and make the other homes pale in comparison to yours. Doesn't that make sense?

SELLER: Yes.