

Script 18

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 B

Script

AGENT: _____, I can appreciate that. Do you remember when you were buying this house?

SELLER: Yes.

AGENT: Think back to when you saw a room that needed to be painted. Did you think in terms of the cost of the paint, or did you go, oh we'll have to get a professional painter and that will cost \$1,000?

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SELLER: If I'm honest, I'm sure we thought of how much a painter would cost.

AGENT: That's how 99% of the buyers think. So does it make more sense for you to paint the three bedrooms yourself or have the buyers deduct another \$1,000 from your asking price?

SELLER: Why do you say \$1,000? Why wouldn't you say \$500?

AGENT: Think about it. Have you ever watched anyone buy a house and be realistic about the actual fix-up or repair amount?

SELLER: Well, no, probably not.

AGENT: Of course not. When buyers go through the property, aren't they typically looking for excuses to reduce the price they want to offer on the property? Doesn't it make more sense to eliminate those excuses up front?

SELLER: I guess so.

AGENT: Good! Let's walk through your home and look at it through the eyes of a buyer and determine what we need to do to get you the most money, OK?

SELLER: OK.