

# Script 19

## Situation

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The Buyer has a “fear of the future” and is concerned that property values will continue to go down.

## Buyer’s Objection

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We are really worried that the property’s value will go down and we’ll lose money.

## Option A

## Script

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**AGENT:** \_\_\_\_\_, I understand. Other than property values possibly going down, is there any other reason you wouldn’t buy today?

**BUYER:** No, that’s what I’m afraid of.

**AGENT:** Let me ask you, how many years do plan on living in this home?

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**BUYER:** \_\_\_\_\_.

**AGENT:** Terrific! And when do you feel you would lose money? Isn't it when you sold the home?

**BUYER:** Yes.

**AGENT:** Let's go back and look at the recession cycles. Other than the Great Depression no recession has ever lasted more than 16 months and, historically, nationwide average home prices have always gone up. So let me ask you, are you willing to have someone else living in this house tomorrow knowing you could own it today?

**BUYER:** Well, we do like the house.

**AGENT:** Great, let's buy it.

**BUYER:** We're still concerned about losing money.

**AGENT:** Just out of curiosity do you enjoy paying rent and helping someone else earn equity?

**BUYER:** No.

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**AGENT:** Well whether you buy this home or not, you will still have to pay money to live somewhere, correct?

**BUYER:** Yes.

**AGENT:** As long as you're paying to live somewhere, don't you think you deserve to have the tax advantages and build equity for yourself by owning your own home today?

**BUYER:** Yes.

**AGENT:** Let's get started today on building your equity. Go ahead and sign the contract and let's buy this home. OK?

**BUYER:** OK.