

Script 21

Situation

The Buyer sees the market shift and believes that he has all the time in the world to look and buy.

Buyer's Objection

There really is no rush; there are a lot of houses on the market.

Option A

Script

AGENT: _____, you're correct; there are many homes on the market. Let me ask you how many homes are in great shape and would be a home your family would love and enjoy?

BUYER: I don't know. I would assume many of them.

AGENT: You know, as a buyer specialist I look at homes every day and there are many homes that look great on the outside and need a

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lot of work on the inside. Are you willing to pay thousands of dollars to fix up a home?

BUYER: No, not really.

AGENT: Then we only want to look at the great homes that you'll enjoy, correct?

BUYER: Correct.

AGENT: Well then you should know that great homes always sell fast regardless of the market. May I explain?

BUYER: Sure.

AGENT: Buyers are looking at homes every day and when you look, you shop by comparisons correct?

BUYER: Yes.

AGENT: Well when a buyer finds a home that fits their needs and it is in great shape, they usually react quickly and buy the home taking it off the market and leaving what's left. Do you want someone else's leftovers or do you want to choose the home that you and your family will enjoy?

BUYER: I don't want someone's leftovers.

AGENT: Great. Then we need to look now and buy a great home. Don't you agree?

BUYER: Absolutely.