

Script 24

Situation

The Buyer sees the market shift and now believes he can make any offer he wants and that the Seller will have to accept it.

Buyer's Objection

There are so many houses on the market. Let's just low ball them and see what the Seller comes back with.

Option B

Script

AGENT: _____, let's take a look at this as a money issue. To a seller \$1,000 is \$1,000. What I mean by that is when we ask the seller to give up \$1,000 they reach into their pocket and take out \$1,000. To a buyer \$1,000 is \$6 per month or 20 cents per day. You see, at 6% interest rate \$1,000 off the price results in \$6 off the monthly payment.

BUYER: Well I want \$20,000 off so I can save \$120 per month.

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AGENT: \$120 per month. I understand saving money is important. Let me ask you how long do you think you will live in the home?

BUYER: About 5 years.

AGENT: 5 Years. Then let's do the math, _____. \$20,000 divided by \$120 = 166.66 months you would have to live in the house to make up the \$20,000. Now that's 13.88 years. Do we really want to upset the seller since we might not be living there for more than 5 years?

BUYER: No, if you put it that way.

AGENT: Why don't we offer a price that is a win/win for both parties? One that you feel like you received a great payment and the seller feels like they received a great price. After all you like the home and we haven't seen anything else that you like as much. Right?

BUYER: Right.

AGENT: Let's write the offer that makes them accept it rather than counter it, and costs you more money in the long run. You do like the home don't you?

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BUYER: Yes.

AGENT: Let's write a fair price for both parties. OK?

BUYER: OK.