

Script 25

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 C

Script

AGENT: _____, I can certainly understand why you might take that approach and indeed it might work. Let me ask you this, are you going to try to buy just any house for your family or the best one?

BUYER: The best, and at a low ball price.

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AGENT: So, best is your priority and if you can get it under value that would really make you happy? Right?

BUYER: Yes.

AGENT: Well, which should I do, look for the best properties that meet your family's needs or for a real steal?

BUYER: Can't you do both?

AGENT: Well, yes and no. See, no smart seller is going to just give their house away and unless they're desperate they won't advertise that you can steal it from them. Right?

BUYER: Right.

AGENT: So, what we'll do is search for the best home for you and then do our own quick market study to verify the value and then you can decide how to prepare your offer. Fair enough?

BUYER: Fair enough.

AGENT: _____, if you had to pay fair value, in a down market for the home your family is going to live in and love, that would be alright, wouldn't it?

BUYER: Yes.

AGENT: Good. You're thinking like a smart buyer who loves his family.