

Script 26

Situation

The Buyer has a “fear of the future” and worries that he might lose his job.

Buyer’s Objection

With everything that is happening in the economy, we are afraid we might lose our jobs and not be able to make payments on a home.

Option A

Script

AGENT: _____, I can appreciate that. So what it looks like you want is to make certain you can make the payments. Is that correct?

BUYER: Yes.

AGENT: Great. You are currently making rent payments. Is that correct?

BUYER: Yes.

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AGENT: So there are people, like you, that rent property, right?

BUYER: That's right.

AGENT: So let's say you lose your job and can't make the payments.
Where would you go?

BUYER: I'm not sure. We would have to find a place.

AGENT: Fantastic. So regardless of where you live you are going to
have to pay something for your living expenses, right?

BUYER: Right.

AGENT: So you could rent your home to someone else and still earn
equity. Wouldn't that be great to have someone else helping
you save money?

BUYER: Yes.

AGENT: _____, let me assure you: What you are going
through is normal. We call it "buyer's remorse before you
buy." Generally, buyers wake up at 2 in the morning with
buyer's remorse. Thank goodness you have it over with and

can sleep tonight knowing you've made a great business decision. Let's own the home and have positive thoughts about how you are going to enjoy living here with your family. Fair enough?

BUYER: Sounds great.