

Script 28

Situation

The Buyer has a “fear of the future” and is worried that they will pay too high an interest rate.

Buyer’s Objection

What if we buy now and the interest rates go down again?

Option A

Script

AGENT: That’s an interesting point. Sounds like you want to save as much money as possible, right?

BUYER: Yes.

AGENT: Great. Let’s look at the last year and the trend of interest rates. If you’ve had an opportunity to watch the business news in the last year you already know that interest rates have been going up every time the Fed meets, and they are looking at them to

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continually rise. So since you are concerned about saving money we should make an offer today while the interest rates are at a low _____. Don't you agree?

BUYER: OK, that makes sense.