

Script 29

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 B

Script

AGENT: _____, if the interest rates dropped would that mean you would not want to own your own home?

BUYER: No, not exactly, but we would like the lower interest rate.

AGENT: Interestingly enough, most buyers want the lowest rate they can get. The question is, is the absolute best home that you chose to raise your family in more important or is the absolute best interest rate more important?

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BUYER: The home we raise our family in is more important.

AGENT: _____, then doesn't it make sense to go ahead and just buy the home you really want now and refinance it later if the rates drop significantly?

BUYER: That makes sense.

AGENT: Then let's do the right thing and buy today.

BUYER: OK.