**Common Seller Objections**

**Will you reduce your commission if we list our home with you?**

What did you have in mind? (They might say 1%). I would home that you would want us to represent you on the purchase based on how much value we can provide you versus saving 1%. If we’re not going to do any better of a job for you, then it makes sense to work on the commission, but don’t you think we’re going to do a better job for you than anyone else?

OR

Why don’t I make you a guarantee, that way you get your price and I can have an opportunity to earn my fee? (Give a performance guarantee)

**We don’t want to move twice.**

No one does and you don’t have to. Many times we can facilitate your new homes closing on the same day as your existing one. There are a lot of options. We can also extend, rent back or make the sale of your home contingent on your finding suitable housing. When would be a good time to get together and discuss your specific situation?

**You’re the professional, what do you think our home is worth?**

Thank you, I agree with you, a reputation for professionalism is important. The sales price of a property is flexible, depending on the terms and length of exposure to the market. You’re looking to move when? (Doesn’t matter what they say) Well, then I think it important to keep the property priced as close to market as possible, so do you have some idea of what you would want?

OR

What price range do you think your home is in, so I can look for comparable?

OR

May I have your permission to tell you what you need to hear, not what you want to hear?

**Seller doesn’t want to commit to you, just wants to hear price.**

What I hear you saying is that you’re not convinced that I’m the agent you want to represent you. And, I respect that. What I’ve found is that any information I provide you shouldn’t be considered because you’re not 100% comfortable with me. You should only consider information from somebody you’re 100% comfortable with.

I believe that if you think about this overnight and digest what we have to offer, you’ll come to your own conclusion that I’m the best agent for the job.

**We want to look before selling.**

Mr. and Mrs. Seller, that certainly is an option. May I tell you what concerns me? Let’s assume that we go and look at property and we find you the perfect house. You fall in love with it! You’re going to want to make an offer right? (They’ll say yes) We’re going to need to include in the offer a contingency for your home selling, because I’m assuming you don’t want to own two homes. Is that right?

How excited do you think the seller is going to be to negotiate with a buyer whose home is not only not sold, but also not even listed yet? (Pause) What I have found is that if the seller will even consider selling you their home, because they don’t know if or when it will ever sell, you’re going to have to pay full price. And any room that the seller has allowed for negotiation gets forfeited because the seller is in complete control.

So, now, you pay full price for this property. We rush and put your property on the market, which is no problem. What happens to your motivation to sell? (Pause) It goes up doesn’t it? When your motivation to sell goes up, the price on your house goes down. Just to recap, you pay top dollar for the house you buy and you sell your house for less than you deserve. Can you see the problem with this approach?

What I hear you saying is that you don’t want to move twice. Is that correct? May I make a suggestion that protects you so that you don’t have to move twice, but also puts you in control so that you can get the best price on the house you want to buy and the best price on the home you are selling?

Let’s put your home on the market for Top Dollar, subject to you finding suitable housing? Now there is no pressure to sell and a greater chance you won’t accept a low offer. Once we find a buyer willing to pay your price and waiting for you to find your next home, you get the best of both worlds, Top Dollar on your terms and now with your home Under Contract, so you can negotiate better on the one you’re buying. Make sense?

**Friend or relative in the business**

Oh, that can be difficult. Would it make your relationship difficult if your friend wasn’t able to get your home sold?

OR

May I make a suggestion? I’m sure you value a relationship as much as I do. You know, Doctors don’t operate on friends and family, lawyers don’t represent friends or family. Don’t put that kind of unnecessary pressure on yourself. With us, if at any point you’re not satisfied, you can cancel your listing free of charge.

OR

May I ask, why did you want me to come over?

OR

What’s most important to you, giving your business to your friend or doing what’s best for you? (Listen) If I can guarantee you a better price and get you everything else that is most important to you, do you think your friend will understand? Would you want to break the news to them or would you like me to call them?

**Commission: Seller asks you to do it for less**

Let me ask, what’s more important to you, getting the lowest commission or getting the highest price? In order to get the highest price we need to increase demand on your home. To do that, we advertise like no one else, we have the best programs and technology in the industry today. We can’t provide all that without covering our expenses.

OR

Would you trade a ten dollar bill for a hundred? Even though it costs you ten. What I’m asking you to do is invest in our systems and marketing program so that you can guarantee yourself the best price. Does that make sense?

OR

I don’t get paid until we close on the property right? Why don’t we keep the fee where it is, and if I don’t get you a price that’s acceptable, we can talk about it then. But at least we can get started with the goal of obtaining a price that works for you and a fee that is fair to me. Okay?

OR

If we did that, then we wouldn’t be able to provide all the services we talked about. What I hear you saying is that you like all that we do, but you don’t want to pay for it? The truth of the matter is if we didn’t do everything we do, we wouldn’t get the results we get. So, you could list your home with a discount broker, save maybe 1%, but what would it cost you in terms of sales price and convenience?

OR

Have you ever made the mistake of buying a cheaper product to save money? Tell me about it. Did you save or did it end up costing you more in the long run? I guess the question tonight is, do you want the cheap example Realtor tonight or do you want full service?

**The other agent will do it for X%**

May I ask why you didn’t list your home with them? (Listen) Honestly, who do you feel is best qualified to get you the highest possible price on your home? (Listen) Did the other agent offer you a guaranteed sale program? (Listen) A Sunday open house, where they bring multiple buyers to your home? (Listen) And did they even show you a list of the buyers they’re working with? (Listen) Then, may I ask why you would want to list your home with them?

OR

What concerns me is that if another realtor can’t even negotiate their own fee, how much of your homes equity are they willing to give away to make the deal? I can tell you that I will not give away any of my fee because we’re worth it, but at the same time, I will not give away any of your homes equity either. So, the question is, which type of agent do you want to work for you someone who will fight for your price, or someone who doesn’t care?

**Transaction Fee: “What is this?”**

It’s an administrative/processing fee, paid at closing. I reflected it on the net sheet (show them the net sheet again)

OR

It goes towards the administrative costs associated with the processing and servicing of your listing, i.e. having a full time service coordinator, escrows manager, etc.

OR

Let’s do this, I’ll modify the listing contract that if you’re not completely satisfied with our performance or don’t feel we earned it, you can notify us up to one week prior to closing and we’ll wave the transaction fee, okay?

**Do other agents charge this?**

I can’t speak for what other agents charge, but I do know that they don’t have the same systems, marketing programs and full-time staff we do to assist you in the sale of your home. Also, by having a full time escrow manager and service coordinator, it’s a lot less likely that something will go wring an hour before closing.

**We wouldn’t sell our home for these prices**

Well, based on that statement, you obviously have an idea of what we should sell your property for. What do you feel the price should be?

**Pricing (only discuss price in person, never on the phone)**

Based on these comps that we just reviewed, please tell me why you feel your home is worth $X Thousands more than any other property that has recently sold?

Based upon what has sold, what is for sale and my knowledge of the market, your home should sell between \_\_\_\_ and \_\_\_\_. Where are you most comfortable with price?

**Our home is nicer than all of these**

Oh, there’s no question your home is one of the nicest homes in the area. Quality improvements and pride of ownership are very important in selling a home today. However, the improvements primarily enhance the property’s ability to sell faster, but don’t always increase the market value in proportion to the cost on the improvements. Does that make sense? With that in mind, at what price would you like to list the property?

**Can’t we just try it at this price? They can make an offer**

That’s true, they could make an offer. That is, if they see your home. If you folks were going to look at homes and some were under $150,000 and some were over $150,000, all things being the same, which ones would you look at first? Don’t you feel most buyers would do the same thing as you? Let’s do this, price it at $149,000 and hold tight. I’d rather see you get 10 offers and have to turn them all down than be priced too high and get no offers. Make sense? We know that price is a function of supply and demand. We also know the home priced the best sells first, so let’s take a look at that.

OR

Only two things happen when you price your property too high: 1. You have fewer showings than if you priced it right the first time and; 2. You’re helping the competition sell their home. You don’t want to do either of those, do you? May I make a suggestion? Why don’t we list it more competitively and hold firm?

OR

Even if I could find a buyer to pay cash at that price, we have a problem. (Pause) Do most buyers purchasing a home today pay cash or do they get financing? Financing. What’s the first thing a bank does to protect their investment? They do an appraisal, right? The appraiser’s job is to look at the same information we have here. Now a couple of things happen and they’re both bad. First, the bank denies the buyer financing on the property based on this sales price. Second, the buyers have just been told they overpaid for the house. Do you see the problem?

**We want to think about it**

What additional information can I share with you to help you make this decision tonight?

OR

Bob and Mary, I can’t do anything without your authorization, right? Meaning I can’t start the marketing campaign for you home. That takes time. And so that you don’t lose any valuable time or miss out on any potential buyers, let me ask, is it me you want to think about or is it the price? If it isn’t me or the price, then may I ask, what is it? Because I know this is a big step for you, may I make a suggestion? Why don’t we get the paperwork out of the way while I’m here, then we can fill in the price over the phone once you’ve decided on (whatever it was they wanted to think about) and that way we won’t waste any time. (Go to the forms)

OR

Let me ask you, what’s your gut telling you to do? Because if it’s me, I can take it because I want to do a better job in the future, so please tell me. What is it that you are not certain of or uncomfortable with?

OR

If we can’t get you $185,000 or $190,000 with all of our marketing, then there’s a real good chance you won’t get it. Does that make sense? I know you don’t like $X, but can you live with it?

**We don’t have to sell**

That’s actually great! The best time to sell is when you don’t have to. When there is no pressure. However, market value is market value. Is waiting for the market to improve n option? Do you want to do that?

**I don’t like the prices you’re giving me**

I can certainly understand. Remember though, my name is \_\_\_\_\_\_; my name is not the market. Please don’t shoot the messenger, okay? Besides, I’m assuming that you want me to level with you, tell you what you need to hear versus telling you what you may want to hear? Understand, I do not set the prices, the market does and all I’m doing is sharing that with you.

OR

Are you planning on selecting your agent based upon experience, performance and what they can do for you or based on the price they give you?

**We can always rent**

That is true. Renting a home can be a good investment. It is a fact however, that very few tenants take the pride of ownership that a homeowner does. Have you ever seen the movie Pacific Heights with Michael Keaton? Does that concern you? By holding onto a property for a longer period of time, it is quite probable that deferred maintenance and unnecessary repairs offset any appreciation in value. Is that what you really want to do?

**But we have all these extras**

All those extras are what we call amenities – they add to the values, but don’t necessarily make the home worth any more because the bank bases their opinion of value on size and square footage, not on the amenities. What if the next buyer came along and ripped out all those amenities?

**We’re not going to give our home away**

Giving it away would be zero. I’m not asking you to do that. What we need to do is look at the current market data and be realistic as to what your home will sell for in today’s market. Will you do that?

**We need more money**

I can certainly relate to that. However, what you need has no bearing on price unfortunately. Do you understand why? Let’s imagine that the home you want to buy is worth $150,000 and I come to you and explain that some really nice people have owned the home and they’re moving to Hawaii. Hawaii is really expensive and although their home is only worth $150,000, they need $175,000, would you help them out? (laugh together)

**Negotiating Low Offer or Price Reduction with Seller**

Don’t be upset at these people. They’re trying to buy your home. If you want to be upset at anyone, be mad at the 15-20 people that traipsed through your home and didn’t even have the courtesy to make an offer.

AND/OR

We should look at all offers as if they were the right offer, because sometimes they are. May I suggest that we never turn down an offer until we look at it in depth? Besides, most offers need to be amended in some way, shape or form anyway. So let’s take a look at what we’ve got.

**We always sleep on it, always**

On everything? Big decisions only: Is buying a car a big decision? (Take the key out of your pocket) Would you be willing to buy my car (make and model) fully loaded, fully equipped, low miles for $500? Because it’s your policy to think about *everything* before making a decision (put your keys back in your pocket) you’d miss out on this fabulous opportunity, wouldn’t you? (listen)

I guess, in reality, you really don’t’ have to think about things that are a really good deal. So, I must nut have been successful in articulating all of the benefits that we have to offer. Because if I was, you wouldn’t have anything to think about. So for that, I’m sorry. Which part of my presentation would you like me to explain further?

OR

Should I assume that you’re going to select someone else? Because I’d rather have you tell me in now so I can learn from it rather than hearing a message on my voicemail. Is that fair? What is it that they offered you that we didn’t?

**We came down on our price, will you come down on your fee?**

You don’t have to come down on your price.

**Full proof system for getting the commission you want and need**

If you can remember these words “Cost is only a factor in the absence of value”, you can easily get our traditional and customary fee of 7% plus our transaction fee of $695.00 on each and every listing – and sometimes even more.

According to industry studies conducted by outside and inside experts – commissions are not ranked high on a Sellers list of priorities. What is high on the list of course is the sales price. Next is the bottom line or the net number. Then comes the speed of a sale. That is followed up with little to no hassles. So if you can demonstrate to a Seller how our system can help them accomplish all of those things better than any other agent or team or doing it themselves – you are almost there, automatically, to collecting on our fee.

In order to ensure that it happens though, you must follow the system to the letter. Deviation will lead to you getting less than our normal fee. Never get into the commission or price until the Seller has agreed that you are the best agent/we are the best team to assist them in getting their home sold. Have a discussion up front about how the Seller plans on selecting an agent to help them. This will allow you the opportunity to create the right perception. You must create the perception that the criteria the Seller should be using to select an agent is not the price and/or the commission that the agent gives – but that demand impacts the Sellers outcome.

“If a price is a function of supply and demand, it would only make sense that the agent who can create the most demand for your home would be the one that can get you the highest price, which in turn leaves you with the most money in your pocket.” This quote should be part of every conversation you have with a Seller – up front and in the end.

You as the sales representative must make every effort to get our fee. You must tie in our fee of 6% to a benefit for them, the Seller – that benefit is their bottom line. You must demonstrate to them that paying us 6% will net them more money, put more – not less – money into their pocket at the end of the transaction.

You do this by demonstration. Not by telling them. Of course you verbalize it – but you have to make your words come to life. Effective use of this is called demonstrating value. To demonstrate value, you use tangibles. Real life items that a Seller can relate to and draw logical and emotional conclusions from. Examples would be Superior Stats. Experience which cuts down on hassles and makes for smooth on time closings. And how our Team System delivers better service and results.

Superior stats: According to industry statistics, our listings sell for 2.2% more money than the average area agents. So, f your home is valued at $300K, that is $6,600 more. That also translates into a lot more profit. i.e. If you owe 250,000 then you have about $50,000 in equity. That means we are more likely to net you a 14% more profit. “Would you consider 14% more profit to be valuable?” Then you carry this over the top by demonstrating how much more likely it is to even happen. –According to those same Industry statistics, the average agent only sells 42% of the homes they list. The average agent boasts a 42% success rate. According to these same statistics, we sell over 87% of the homes wi list before the end of the expiration date. That means that you home is more than twice as likely to sell and sell for 2.2% more money when you list it with us. Why would you gamble with something so valuable when there is no reason to. We guarantee you performance – then you move onto our performance guarantee.

Experience plays a huge part in leveraging the outcome. In other words, less is likely to go wrong when you are working with a team that has a long proven track record. It is a fact that The Birdsong Group sells more existing homes each year and has since they began. Plus, the overall 16 years of selling – not brokering – has enabled us to establish industry leading ways of doing business. Brokers do not sell homes. Therefore they are not on the leading edge of establishing new and better ways to make it easier for Sellers to have smooth on time closings. For example, because we are wholly involved in the home sale process, we have been able to identify the pitfalls and traps that cost most home sellers thousands of dollars. One example would be that we use new technology to allow us to better identify the serious and most qualified buyers earlier in the process. Like Homefeeback.com. And then you go on to explain how homefeedback.com allows us to stay focused on the interested prospects instead of wasting time with the wrong buyers. How we have identified that most (75% or more of all buyers) buyer prospects need to sell their present home first before they can buy another. That is why we developed our Guaranteed Sale Program. A program that allows us to buy a buyers home at no less than 95% of the market value, making our Sellers listings easier to buy. Thereby increasing demand. Only experience allows us to be able to effectively keep our Sellers away from traps like these. Our experience fills those holes that less experienced agents and brokers cannot fill.

Then demonstrate how our team system allows the seller to get better service and results. A simple analogy to McDonald’s, the local Home Depot, their Doctor, etc. will do here. But you must demonstrate the value, by helping the Seller identify with how he gets better service and results at businesses with a team than at business without one.

Compare to real life examples

Then to seal the seal on the fee – if necessary – you can use an easy to understand story:

Listen, Mr. Home Seller, if you manufactured pens, and one sales company charged you $0.25 and sol your pens for $1.00, you would make $0.75 profit on each pen – right? If I came along and charged you $0.35 per pen, you would probably think my fee was too high, maybe even exorbitant. But if I was selling your pens for $1.50, your profit per pen would be $1.15. Considerably more profit. And you would be confident in that profit, because I had a long proven track record of doing just that, delivering other pen manufacturers more profit per pen sold. Does that help you better understand how we can get you more money at the end of the day?

Close: It is simple, Mr. Home Seller, if you believe that all agents are the same, then any old agent will do. But if you would like to be more sure of more profit then the solution is to gamble less. Go with the sure thing. The agent that creates more demand will sell your home for more money and do it in less time. Combine that with the agents with the most experience and you will have a smoother, on-time transaction.