

Overcoming Objections



15 Common Objections

Overcoming An Objection Is One Step Closer To A 'YES'! Use These 15 Scripts To Help You Overcome The Most Common Objections In Real Estate.

1) "We're Just Starting To Look Around."

What you say. "That's good; I'm pleased we're meeting now. Has a real estate agent explained the home buying process or current market conditions to you?" OR
"You're starting at the right time. What are you looking for?" OR
"Great! The first step is to know what you can afford. Have you met with a lender?"

2) "I Don't Think We Have Good Enough Credit."

What you say. "Are you sure? Have you met with a lender yet?" OR
"I understand. Do you know that some lenders have easier credit requirements? It will be worth your time to meet with a lender to see what type of a loan you can qualify for." OR
"It's common to be unsure about your credit. Most of my clients had better credit than they thought. If you have any credit issues, a mortgage lender can help you fix them. Can I ask a lender I trust to call you?"

3) "We Aren't Ready Now. We Will Wait."

What you say. "When do you want to move into a new home?" OR
"Do you have to sell your current home before buying a new one?" OR
"I understand. There is a lot of work to do before buying a new home, like selling your current one, dealing with lenders, finding a new home, insurance, repairs, etc. Can I help you with all that? It won't cost you anything."

4) "We Are Not Ready To Work With An Agent Yet."

What you say. "OK. How do you plan to find your next home? Would it help if you can look at all homes for sale meeting your criteria on your computer first? Then you can contact me to show you the ones you like." OR "Do you have to sell your current home first?" OR
"Have you met with a lender to see what price range and monthly payments you can afford?" OR "Many of my clients felt the same way at first. Then, after spending hours driving around looking at houses they found online, they got tired and frustrated. How about letting me set up your own custom online search? Then you will only look at homes meeting your criteria. When you find some you want to see, call me and I can show you the inside. I can even have an email sent to you instantly when a new listing comes up meeting your criteria. That way you can be one of the first to see it."

5) "I Don't Want To Give Out My Contact Information."

What you say: "It sounds like you might have had a problem in the past with giving your information to an agent. Would you mind sharing with me what your concerns are regarding giving out your contact information?" OR
"I can understand that you might be concerned with what could happen to your email address or phone number. Let me share with you what I will do with it and how it will be used. May I follow up with you in a couple of days to see if you have questions or need any additional information? What method of contact do you prefer?"

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6) "How About If I Sign Our Agreement After We Look At Homes One Or Two More Times?"

What you say. "I hear you...in that case...let's sign a one party showing agreement on the homes you'd like to see...it's done everyday in real estate...let me grab that."

7)"I'm Just Gathering Information For A Friend."

Don't give any information to someone with this objection.

What you say: "Your friend is so lucky to have someone willing to do the legwork! Are you going to be involved in the buying decision or participate in the purchase with your friend?"

"If not — often the house you call about might not fit your friend's needs. Can you see why getting some information directly would be advantageous? And your friend's name is ...?"

I have a list of questions that need answering — once I have the information, I will be able to send you a whole list of properties that might work. Would you like to get me the information from your friend, or would it be best to contact your friend directly?"

8) "We Aren't Quite Ready, We Need To Finish Some Projects On The House Before Listing."

What you say. "I agree that making sure the house is up to par is important and you probably didn't realize how little effect it will have on securing a buyer ...

Let's get your home listed for sale, get some of the top brokers inside to show the house and get their feedback. The good news is you'll find out exactly what projects you don't have to do and the ones you need to do while we are in the escrow period.

It sure would be nice to not have to spend a dime to get your home sold...wouldn't it?

Great, which would be better for you, tonight at 6:00 or 7:30?"

9) "Will You Cut Your Listing Commission, Other Agents Will?"

"You know, you're right, there are a lot of desperate agents out there and I'm a little concerned ... can I tell you why?"

Do you own anything more valuable than this home? (most likely client will say No)

Could you say that it is your most valuable possession? (most likely client will say Yes)

If an agent is so desperate that they are willing to broadcast the fact that they don't think they have value as a Realtor, then I'm confused.

Is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself.

Is that the type of person you want to represent you in the most valuable transaction of your life?

Good. If that was the case, then I should not even come over, considering I work 14 hours per day and my assistant works 8 hours a day to get your home sold and that's very valuable ... don't you think."

10) "Are You Willing to Reduce Your Buyer Commission?"

What you say. "No, that's because the seller pays the commission. So, you won't have to pay any commissions! OR "No. That's because the sellers agree to pay their agent a commission, who then shares it with me when you buy the home. You won't have to pay me anything."

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11) "I Want To Look At Houses, But I Don't Want To Commit To A Specific Agent Now."

What you say: "What's your concern with making a commitment to a specific agent?" OR
"I can understand that you might be uncomfortable making a commitment to someone you don't know. Why don't we make the representation agreement for a short time frame so you have the opportunity to see how we work together?" OR
"Let's just make the representation agreements specific only to the properties that I show you and give you time to feel comfortable with being represented by me. Will that work?"

12) "I Want To Wait For Mortgage Interest Rates To Go Down Before Buying."

What you say: "What is your primary motivation for considering buying a home? How long do you plan on living in the home?" OR
"Real estate truly is a long-term investment with tremendous tax benefits. Your home is also the place where you will live YOUR life and build memories. We have no way of knowing when or even if interest rates will drop. The longer you wait, the greater the chances the rates could go up.
If we can find the home that meets your personal needs and we can negotiate the best value, why wouldn't you consider buying now?"

13) "I Am Not Buying For Another 3 to 6 Months."

What you say. "Great, then it is an excellent time to do some research together. We'll have plenty of time to get to know each other."

14) "I Have A Friend In The Business."

What you say: "I hope all my friends are as loyal as you are! But let me ask you a question: Are you serious about selling your house, or just helping your friend get a listing?
"If this is your most expensive asset, don't you want to choose the best agent?"
"It's important to be loyal to your friends, but because your home is probably your most valuable asset, you owe it to yourself to choose the professional who can best market the house and best represent you to get you the highest and best price and terms for your house. Wouldn't you agree?"
"Plus — if you have a problem with your friend's performance or services, how will you be able to criticize or fire your friend? Who would you rather yell at — me or your friend?"
"When you start to negotiate and prepare for the settlement, you'll be discussing your finances, life, your bottom line and opening up some warts and blemishes in the process. Are you sure you really want to expose that much to your friend?" ANOTHER APPROACH "Does that mean you feel obligated to be represented by your friend, or are you free to work with another agent who can find you the ideal home?"
"You would be an exception if you didn't have a friend in this business. Do you know that only 10% of all agents handle 90% of the sales in this market? Is your friend in the 10% as I am (or "my company is")?"

15) "We Are Just Looking." "Are You Willing to Reduce Your Buyer Commission?"

What you say. "I'm pleased to hear that. You should look at all your options before buying anything. Curiously, what type of home are you looking for?"
OR
"OK. How many houses have you seen so far?" the sellers agree to pay their agent a commission, who then shares it with me when you buy the home. You won't have to pay me anything.