

Common Listing Presentation Objections

Scripts



I'd like to list with you, but I have other agents to interview

Excellent!

At this point in the presentation, when a seller says they would list with me but still go through with additional appointments it's because they feel obligated to have the agent over. Is that the case here?

Let me save you time, as well as starting the process tomorrow to find you a buyer. After all, while you are waiting to be polite, there may be a buyer out there that has to buy tomorrow. We want them to know about your house.

Right?

Let me do this. I don't mind, I've done it for many of my sellers. I'll call the other agents and this is what I'll say. "They liked you and were looking forward to meeting with you, but I convinced them to ... LIST WITH ME ... and if you have a buyer, we would love for you to bring them by, and of course if they BUY THE HOUSE, then I'll naturally pay you part of my commission. This way, *Mr. and Mrs. Seller* I can save them the time of preparing, time away from their family, etc. I'll make the call from here if you prefer.

We were thinking about listing with XYZ company since we've never heard of your company

I can appreciate that. In fact, thank you for bringing that up. As we think about who really sells a house, it is the agent, not the company, right? In fact, many people ... CHOOSE KELLER WILLIAMS ... because all the agents are partners, so every agent in our company wants to help me ... GET YOUR HOUSE SOLD ... because every agent can make money through our Profit Share benefits. At other companies, like the one I worked at before I became a partner at Keller Williams Realty, the agents competed against each other for salesperson of the month. That way they could win the plaque for the month. There is no financial benefit if one agent sells a house; in fact, some agents hope you don't sell a house so they can win the plaque. Wouldn't you rather have an agent that had the support of the entire company and all the agents helping to sell your house instead of a company where the agent was on their own to sell it?



The other agent stated they would sell it for less commission

Great. So what I hear you saying is you want to net the most money possible. Right? Every seller that decides to ... CHOOSE ME ... wants the same thing. See, many people think that they will get the same price regardless of who is conducting the negotiations, which we already know isn't true—otherwise top companies wouldn't pay hundreds of thousands of dollars to hire the best negotiators. The other agent has already shown you their negotiation skills by giving up their own money. What will happen when you ask them to take care of your money? Won't they give it away faster than they gave their own money away? I think you want a bulldog ... LIKE ME ... that will watch your money and negotiate on your behalf. Right?

So do the right thing and ... SIGN THE CONTRACT ... so we can get you what you want.

or

I understand your hope to save money, and it sounds like you are interested in putting the most money in your pocket—is that right? See, Mr. and Mrs. Seller, the Multiple Listing Service shows the average agent in (your city) today is negotiating (example 95 percent) ____ percent of the list price. The same Multiple Listing Service shows me at (99.2 percent) ____ percent, so you can see that I get sellers more money than the average agent. So if you are interested in

placing more money in your pocket, then ... HIRE ME ... to negotiate for you.
(USE Market Center stats if you don't have them.)

Since you want the most money, let's ... SIGN THE CONTRACT ... and get
you moving to _____ (where they want to move) by _____ (when they want
to move).

or

Mr. and Mrs. Seller, has there ever been a time in your life when you paid less
for something and found out that you got what you paid for? This time is like
that time—may I explain? See, many agents take a lesser commission because
they haven't been taught negotiating skills. You are placing one of your most
expensive possessions into the hands of someone that has proven to you that
the best sales tactics and negotiations they know how to do is to lower the price.
And if they lower the price to ... SELL YOUR HOUSE ... then you won't be
saving any money, in fact you could lose money. Right? I know if you are like
my other sellers, you will choose a bulldog ... LIKE ME ... that will watch your
money as much as I watch mine.

All you need to do is simply ... SIGN THE CONTRACT ... so we can get you
_____ (their motivation).

We want to think it over

Great. It is important that you make the right decision. What specifically do you need to think about?

or

I think that's a great idea. Generally people tell me that it is because they have another agent they have an appointment with. Is that the case here?

(If yes, go to the "cancel appointment for you" script.)

or

I can appreciate that. This is a pretty important decision you're about to make to ... **SELL YOUR HOUSE**. This is what other people have had me do and I'm more than happy to do it for you. Let's ... **FILL OUT THE PAPERWORK** ... and then you can think it over, and when you ... **CHOOSE ME** ... you can give me a call. That way if you want to ... **HIRE ME** ... then you can call, I'll come by and pick up the paperwork, and I can get your house on the market in minutes.

(Fill out the paperwork and then state the following.)

If you ... **FEEL COMFORTABLE** ... then you can allow me to ... **TAKE THE PAPERWORK** ... and when you call me tomorrow, if you say you've decided not to ... **LIST WITH ME** ... I will rip up the contract and mail it to you. If you decide to ... **LIST WITH ME** ... then I can get the signup and the brochures made immediately. Doesn't that make sense? That way we all ... **SAVE TIME** ... and you can get your house on the market quickly.

Another agent said they could get me more money

Wow. Are they going to buy the house? The reason I ask is in today's market the buyer determines the price they want to offer and you determine if you'll accept it. You know, *Mr. and Mrs. Seller* I could ...PUT YOUR HOUSE ON THE MARKET ... at the price the other agent is willing to, and you know what scares me about that? You would have the same problem that you'll have with any agent. Agents in our town know what a house in this area is worth at this time and when they have a buyer, they sit down at the computer and find houses in the price range their buyer is willing to pay. They show the houses that are the best value. Based on what I showed you this evening, does it make sense that they would show your house with a higher price than the others? Of course they would show it if they wanted to sell another house that maybe they had listed, and they would use your house to convince the buyers they were getting a better deal on the other home. In essence, you would help the other house look like a great value. So, the question is: Do you want to help sell other houses?

or

I can appreciate that other agents haven't studied the market as I have. See, many agents will take an overpriced listing because they want the buyers that call off the sign. They don't care if your house sells, they just care about making a sale—period. Making their car payment or house payment. Buyers are hard to come by in today's market, so frankly, they would love to place their sign in your yard. I want to get you where you want to be in the time you want to be there, and that is my goal—to find you buyers that will buy your house, not buyers from your sign that will buy another house. You do want an agent that cares about your house and your goals, don't you?



Yes.

Then ... PUT ME TO WORK ... and let me show you how I will get you the most money possible in today's market.

If they still want a higher price:

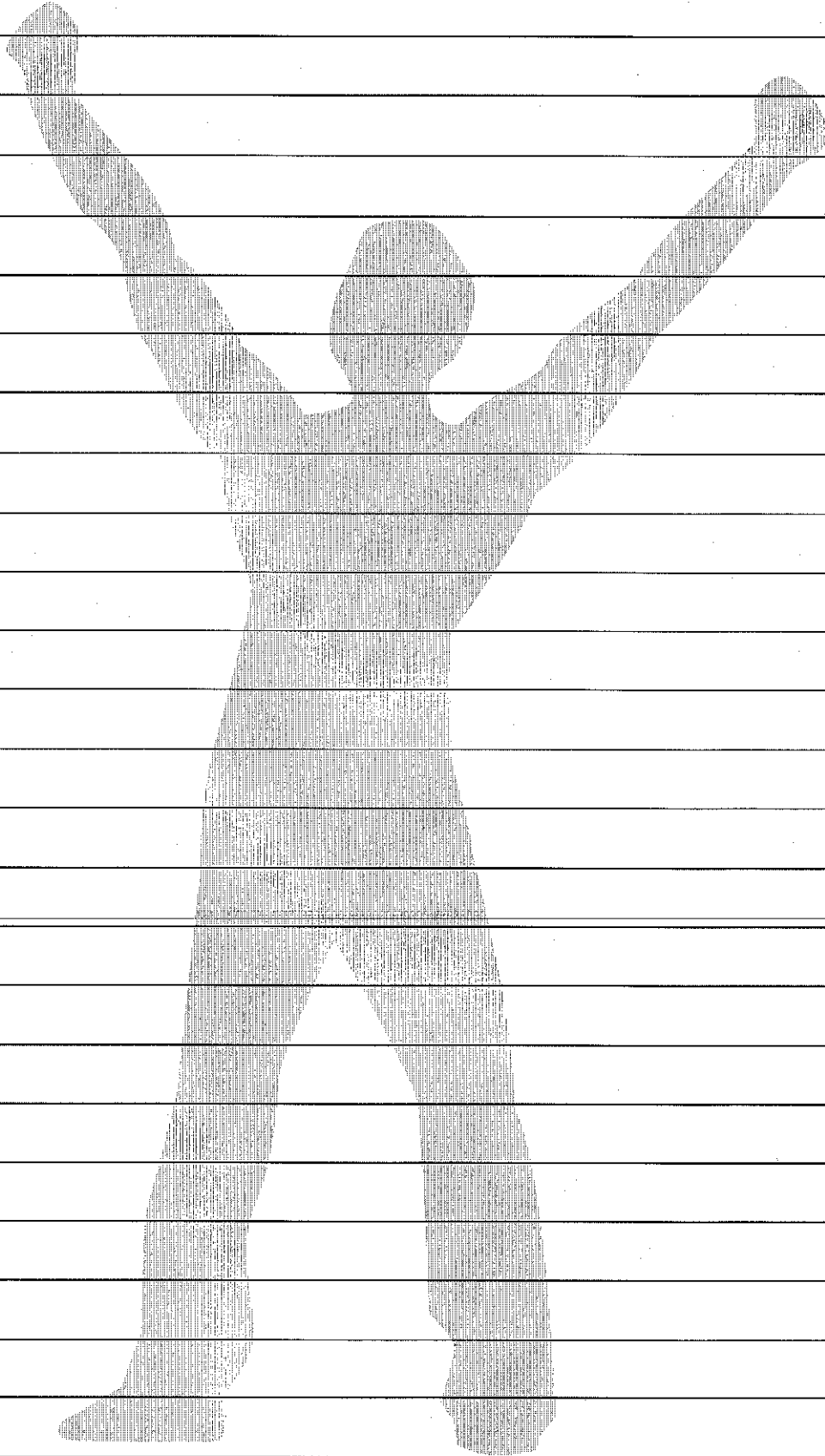
I can understand what you want. Let me help you out. Since the other agent says they can get a higher price, why don't you ask them to put in their contract that if they ask for a price reduction, then you can cancel the contract and see how quickly they start talking a different language. I mean, after all, if they can get you that price, then they should be willing to put that stipulation in the contract, right?

or

You know, if you went to a doctor and you had a fatal disease, would you want to know or would you like to have the doctor send you home without knowing anything and have him say, "have a nice day"? You would want to know so you could get better, right? Well, Mr. and Mrs. Seller, I'm the doctor. I don't make the market, I only interpret it, and the market is telling us at that price you will have a fatal disease called "not selling your house" I am giving you the remedy before you even have the disease. I am telling you the truth. In fact, why don't you ... CALL SOME OF MY CLIENTS ... and see what they have to say about me. You'll always be glad you decided to ... TAKE ACTION TONIGHT ... and ... CHOOSE ME ... to get your house sold.

Do you want to call them now? I have some of the names and numbers.

Notes:





Price Objection Handlers

1. Specifically ... what makes you feel your house is worth \$ _____?
2. Did you add those features for your own benefit and enjoyment, or did you add them to sell your house thinking the new buyer would pay more?
3. Has there ever been a time when you have purchased stocks or have heard of someone buying or selling stocks?

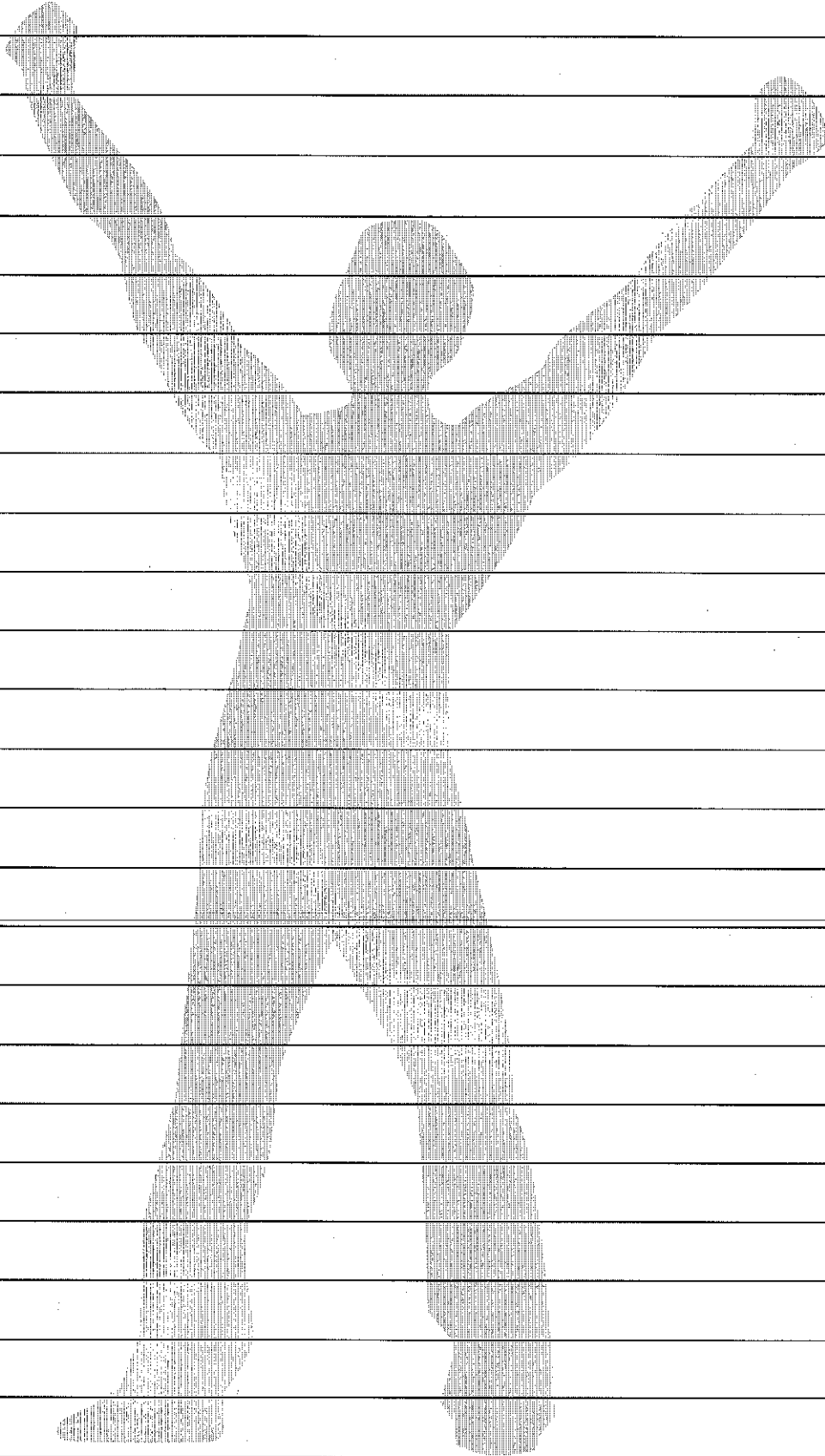
Yes.

Well, if they bought The Walt Disney Company at \$49 a share and today the market says it is worth \$25 a share, what do they sell at?

\$25

See, I'm just the messenger delivering the message that the market states. I don't make the market, I only interpret it.

Notes:



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Hello, *Mr. and Mrs.* _____. I'm _____ with Keller Williams Realty, and we had an appointment at _____ and it is _____. May I come in?

Thanks for inviting me over. I'm excited about you deciding to list your house with me today/tonight.

or

It is a pretty important decision you're about to make to list your house with me today/tonight.

May we sit at the kitchen table?

Mr. and Mrs. Seller, I would like to take a quick look through your house, so I can see it from the eyes of a buyer since you won't be here during showings to buyers. Trust me, it won't take long. I've done this so many times, and I'll see everything a buyer will see. I'll take notes throughout, and then after you list your house with me, you can point out all the things in the house that make it special.

I know that many agents have you take them through your house and have you explain everything. They see the house through your eyes instead of through the eyes of a buyer.

Let me ask you, how long you have been working for _____? Are you faster today doing your job than your first day on the job? Your just ... LIKE ME ... I have been doing this so long it only takes me a few minutes. You can follow me if you like or you can fill out this seller survey so we can ... SAVE YOU TIME ... tonight. Won't that be great?

Mr. and Mrs. Seller, I have a great deal of respect for the investment of your time.

In fact, we have only 3 goals for our meeting today/tonight.

1. We're going to review your motivation to ... **SELL THIS HOUSE NOW ...** and ... **AGREE ON A PRICE ...** that will cause it to sell.
2. We'll take a moment and I'll answer any questions you may have.
3. We'll ... **DECIDE TONIGHT ...** whether you want to ... **WORK WITH ME ...** and if I decide not to ... **TAKE YOUR LISTING.**
That doesn't happen a lot, but for instance, you may not want to set a price that will help your house to sell. Or, you may want me to pay for marketing that I know will not help you sell your house.

Fair enough?

So I have 3 critical questions for you.

1. Do you really want to ... **SELL YOUR HOUSE?**
2. Are you willing to ... **PRICE YOUR HOUSE TO SELL ...** or do you want it to sit on the market?
3. Do you ... **WANT ME ...** to sell it for you?



Mr./Mrs. _____, I had the opportunity to speak with Mr./Mrs. _____ and asked a few questions to better help prepare for this evening. May I review those questions now to make certain I thoroughly understand your circumstances to sell your house?

Mr. and Mrs. _____, your husband/wife said you were moving to _____, correct?

Fantastic.

And you needed to be there by _____, right?

Terrific.

So what's important to you about _____ (fill in from two lines above)?

How/Why is that (or repeat what they said from above) important to you?

So ultimately you're in _____ by _____. You've _____.

Ultimately what will all of that do for you?

Honestly doesn't your family deserve all of that?

Great, so my goal is to make that happen for you. And if you are as committed as I am, then you will be in (where they want to go) by (when they want to be there).

So I appreciate you being serious about getting your house sold.

Now, as we continue to talk about getting your house sold and discussing what it will take, it is only natural for you to see why so many people ... CHOOSE ME ... to get their house sold.

In fact, during our conversation about the price of your house, it will become obvious that I get more people more money for their house than other agents.

You do want the most money possible, don't you?

Because you want the most money, you will find it easy to ... CHOOSE ME TONIGHT.

In fact, it will be easy for you to ... SIGN THE CONTRACT ... so you can move forward with your dreams.

Let's start by looking at what is happening in the marketplace today.

(show your graphs)

Are you aware that currently we have ____ number of houses for sale and only about ____ are selling per month?

So what we need to do today is ... AGREE ON A PRICE ... one that makes certain that your house is one of the small number of houses that are actually selling, instead of the huge number that are sitting on the market losing money day, after day, after day, after day, after day.

So you understand that in today's market we're entering a competition, right?

How are you going to win that competition? Let's look at what we are competing against and what the buyers will be choosing from.

(Address)—have you seen this house?

Have you seen any of these houses?

(The reason you ask is in case they have been inside of the house, or if they state their friends live there, then you are aware they know more about the house than you do and you must keep them focused on price and value).

After viewing 3–4 houses for sale, then ask:

Mr. and Mrs. Seller, if you had to choose one of these houses, which one would you choose to buy?

Why did you choose that one?

I understand. You know, Mr. and Mrs. Seller, buyers are just like you. They buy the house that they see as the best value for what they want and need.

Are you aware of how buyers determine value?

It's much like buying anything. Let's say a computer. You go to one store and the computer you want is \$1,500. You, like everyone, like to save money, so you go to another store where you see the same computer for \$1,500—only this one has a DVD player, built-in Webcam, and movie-making software. Which one will you buy?

Right, because it gives you more for the same price. More features and benefits.

Now let's say you really didn't care about the webcam and built-in DVD player.

What would you expect the other store to do if you were to buy their computer?

Right. Lower the price.

Mr. and Mrs. Seller, the buyers will be choosing the same way you did.

See, most buyers in this type of a market view 12–15 houses before they decide to buy. They compare houses much like you did tonight. So, in essence, your house is competing against 11–14 houses at any given time. The buyers walk through house, after house, after house, and they look for the one that offers the most features and benefits for the least amount of money.

That's what we call value in the eyes of a buyer.

So buyers, like yourselves, either want more features for the same price or a lesser price. Whichever it is, it's all about price.

So based on these comparable houses, this one priced at _____, this one at _____, and this one at _____, what do you feel we should price your house at so it is positioned on the market to outperform any and all of the other properties for sale?

(if they are unrealistic)

Mr. and Mrs. Seller, if you bought stock last year and that stock was \$49 per share, and today you want to sell that same stock and it is worth \$25 per share, what could we sell it at? \$25, right?

I don't make the market ... I interpret it, and the market is telling us we need to sell at market price.

Price the Property



(See price objection handlers if needed)

Mr. and Mrs. Seller, before I show you where buyers come from, according to the National Association of Realtors, I want to make certain you understand that I am not like all agents. See, many agents will list your house and they do what I call the 3 Ps of real estate. They will

1. **P**lace your house in multiple listing,
2. **P**lace a sign in your yard and then,
3. **P**ray someone else will sell it.

I do the 4th and 5th P's, which are

4. **P**rospect for buyers every day, and
5. **P**rice watch.

This means that, as the market shifts daily, I will be interpreting the market and giving you feedback on what is happening. You do want me to keep in touch and give feedback, don't you?

Great.

Notice that only 1 percent bought an open house. Now, as we do open houses, we attract buyers possibly for other houses. So if I am holding another house open other than yours, I may find a buyer for your house.

Three percent bought an advertised property. In fact we are finding the Internet does much more to promote your property than the newspaper. And Keller Williams Realty understands this. That is why our company has more than _____ Internet sites for us to place your house on. That is on the average 3–4 times more than the average company.

Twenty percent bought from the for sale sign, so we definitely want to get that up right away so we don't miss a potential buyer.

And 40 percent bought from recognition or salesperson contact. And since you already know I call and contact potential buyers daily, you have a 40 percent higher chance of selling with me than other agents who won't make those contacts.

Now that we have the price, would you share with me what you absolutely want listed as features on the property brochure, so I can get started looking for a buyer for your house?

So, *Mr. and Mrs. Seller*, all we need to do now is ... SIGN THE CONTRACT ... so you can get to *(name of city of where they want to be or new home or whatever they said at the beginning)*.

(Give them the contract to sign, and place the pen on top of it. If they have objections, see objection handlers.)

Useful Phrases for Pricing the Property

- The National Association of Realtors tracks statistics for us, and they state that ten showings, no offers, or two weeks without a showing means the house is overpriced.
- I don't make the market, I only interpret it.
- Don't kill the messenger. I am only delivering the message the market is stating.
- Anytime you feel uncomfortable then you know I am telling you the truth. You do want your agent to be honest, don't you?

Have you ever been to an auction? It's amazing to watch the bidding go up and up when more than one person is interested in buying the object being auctioned. Well, by pricing the property low enough, you can possibly create an auction effect. As I stated earlier, buyers buy the house with the best value.

When you price yours to be the best value, you may have more than one buyer interested, creating an auction effect, which drives the price up and gets you more money. You did want more money, right?

Notes:

