



***mo*mentum** SM
MAXIMUM RESULTS

AGENT TRAINING
Listing Objections Boot Camp

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There are many decisions you must make each and every day to run a successful business. The Momentum program provides basic information to help you. Please note: The Momentum program and materials are designed as a resource to reference. The suggestions made within are not mandatory.

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BEFORE WE GET STARTED

We are on a never-ending quest to move away from typical!

THIS CLASS MAKES THE FOLLOWING FOUR ASSUMPTIONS

1. You want to **substantially** increase your listing inventory!
2. You want to master effective, **proven** dialogue!
3. You want to **differentiate** yourself from "typical"!
4. You want to **study** and **practice** to maximize your production!

truth

Typical agents work on overcoming objections. Successful consultants work on **preventing** objections.

Q: What's the best way to prevent an objection?

A: Work on improving your conversational weaknesses.

Q: How?

A: SPAR

Q: How many hours did you SPAR last week with the specific intent to get better?

A: _____

ANY A-HA'S?

AN OUNCE OF PREVENTION

People will trust and follow what you can logically and tangibly explain!

Most Realtors want dialogue that cures problems **they have created**.

A smarter approach is to internalize a system that **prevents** common problems from ever occurring!

TO PREVENT LISTING OBJECTIONS, QUESTIONS AND CONCERNS, YOU MUST

1. Allow Sellers to Self-Discover (Be a leader)
2. Move Beyond Opinion (Be tangible)
3. Become a Strategist (Be logical)
4. Track Your Results (Be accountable)
5. Improve Your Results (Be intentional)
6. Cause Your Results (Be proactive)

OUR GOAL IS TO ELIMINATE THIS CLASS!

REMEMBER:

Sellers hire and refer Realtors who possess proven systems that guarantee results!

BECOMING PROFESSIONALLY ATTRACTIVE

Sellers work with those they know, like and trust!

Above all else, sellers are attracted to professionals they believe can get **results**. Thus, part of your goal is to demonstrate that **you** possess the knowledge, skills and dispositions needed to get the job done. While knowledge and skill are typically acknowledged as important, most Realtors mistakenly ignore creating or improving their dispositions, which are necessary components of eliminating objections.

Here's a list of some important dispositions you should possess.

Disposition:

Confident
Likeable
Approachable
Open to suggestion
Organized
Structured
Aware
Genuine
Intentional
Proactive
Logical
Focused
Unique
Honest
Passionate

Opposite:

Timid
Incompatible
Withdrawn
Closed to suggestion
Unorganized
Chaotic
Oblivious
Phony
Spontaneous
Reactive
Unreasonable
Scattered
Typical
Misleading
Indifferent

truth

Objections disappear in direct proportion to a seller's confidence in you and your abilities!

PRICING OBJECTIONS

Pricing homes is not an exact science!

Pricing objections are by far the **most common** form of listing objection.

Most **sellers** feel their home is worth more than it actually is and have a hard time justifying their price beyond “what I need,” “what I want” or “what I paid.”

Since a seller’s perception is indeed his or her reality, you must keep **five rules** in mind when addressing **pricing** objections, questions or concerns.

WHEN FACED WITH PRICING OBJECTIONS, QUESTIONS OR CONCERNS

1. Stay Curious (ask questions)
2. Stay Away From Arrogance (remain likeable)
3. Stay Calm (keep your emotions out)
4. Stay Logical (neutralize their emotions)
5. Stay Proactive (know your walk-away price)

REMEMBER: JUSTIFICATION = LEVERAGE

The “pricing game” is all about **justification**! Thus, you should be willing to list the home at the highest justifiable price congruent to the needs of the seller.

truth

Talk is cheap. Taking overpriced listings **behaviorally communicates** a dangerous message.

PRICING BELIEFS

Beliefs form the parameters for win-win relationships!

HERE'S A LIST OF THE KEY BELIEFS YOU MUST POSSESS AS A PRICING SPECIALIST

- Pricing homes is not an exact science
- Informed people make intelligent decisions
- Homes sell for two reasons
- Sellers determine price (needs)
- Buyers determine value (past buying situations)
- Price should never exceed value (using needs to justify price)
- Seller's needs can never be used to justify value
- Buyers seldom pay more than fair market value
- Competition determines price entry point
- The pricing game is all about justification
- An effective pricing strategy supports win-win working relationships
- There is a difference between taking listings and selling listings
- There are opportunity costs associated with taking overpriced listings
- People have lived before you
- Pricing homes is neighborhood or area specific
- Tangible tools trump all opinions
- People will trust and follow what you can logically and tangibly explain
- It's unacceptable to leave the seller's money on the table
- What's put in motion stays in motion

truth

These beliefs light the path of self-discovery to a correct and justifiable price entry point!

INITIAL PRICING OBJECTION

The pricing game is all about justification!

So based on all the information available, at what price do you think we should enter the market?

UNREALISTIC PRICE (stay curious)

After looking at the research we've covered together, would you share with me how you arrive at that price? (Ask for their justification.)

Listen to their response and ask appropriate follow-up questions if needed.

We could take that approach. However, in doing so (your #1 pricing or timing hot button) won't be satisfied. (Point to the Let's Get Focused sheet.)

To **justify** your point, re-examine one or all of the pricing tools while saying, "What we must remember is that the pricing game is all about justification ..."

NOTE:

Allowing sellers to self-discover using the **7-Step Pricing Strategy** virtually eliminates the above objection.

REMEMBER:

If sellers want to price over fair-market value, they are mistakenly using **their needs** as justification. Buyers do not care about seller needs!

USING THE PRICING TOOLS

Pricing homes is neighborhood specific!

SELLER UNREALISTICALLY WANTS TO SET OR USE A BENCHMARK PRICE

Per my research, the only thing your home has in common with the benchmark home(s) is/are (features/amenities).

As you can see, this/these homes possess (features/amenities), which appear to be driving their value. (apples-to-apples)

SELLER BELIEVES HOME IS WORTH MORE BECAUSE OF A SPECIFIC AMENITY

Per my research, that amenity is fairly common in this neighborhood and, alone, does not justify more value.

As you can see on the active Summary Pages, your main competitors also have this amenity and will be priced below you.

Given that, how can we effectively compete?

SELLER WANTS TO LIST ABOVE COMPETITION

We can list high; however that will put us at the high end of the competition.

At the high end of the price range, you can expect to remain active for _____ months.

Per your timing need, this option should be unacceptable. Wouldn't you agree?

USING THE PRICING TOOLS

People have lived before us!

SELLER WANTS TO DISREGARD COMPETITION

We can do that, but looking at our competition, there appears to be months of inventory available. Shouldn't we position ourselves to sell within your desired time frame?

Per the active summary support pages, these homes seem to have the same features and amenities as yours.

Why would a buyer want to pay more for your home?

PREVIOUS AGENT TOLD ME IT WAS THE WRONG TIME OF YEAR

Per my research, homes sell throughout the year. Your previous agent was simply misinformed.

As you can see, homes priced appropriately sell throughout the year.

SELLER WANTS TO START HIGH

We can price the home high. However, before making that decision, let's take a look at the people who have tried that approach in this neighborhood and see if there are any negative consequences.

As you can see, when reducing price, you run the risk of leaving \$_____ on the table and staying on the market for ____ days longer.

Based on what you shared with me earlier, both would be a direct violation of your needs.

FOR THOSE STUBBORN SELLERS

You live in a world of listing abundance!

BOTTOM LINE DIALOGUE (Use once you have exhausted your justification)

You see Mr./Mrs. Seller, finding an appropriate price for the home is not an abstract philosophy. We have the opportunity to know and understand what the buyers in your area are doing. (Point to pricing tools.)

(Lay the 3 Summary Pages you reviewed on the table.)

In which category would you like to be?

Great, then the absolute highest I would feel comfortable listing the home for is \$____. Is this agreeable to you? (Top end of the "ROJ")

IF "YES"

1. Verify that the agreed upon price will satisfy appropriate needs. (Calculate net sheet if appropriate.)
2. Ask, "How will you feel if the home sells tomorrow?"

IF "NO" (Rare Occurrence)

Do you remember back at the beginning of our conversation when I told you that I was here to create a win-win working relationship? I think we may have just violated that agenda. And you know I hate to say that because I really want to help you! But, if I were to take the listing at this price, I would consider that a win-lose relationship - and remember with me, it's win-win or no deal! And when I say it would be win-lose, I mean listing your property at the higher price would be a **win for me** and lose for you! Does that make sense?

"No!"

Well, I would take the listing and market and promote it, which would definitely generate buyers interested in your home. I would show the home, and when buyers discover that your home is overpriced, I would have no other choice but to show and sell them another home. Big win for me because I made money! Big **lose for you** because none of these needs has been satisfied! (Point to the Let's Get Focused sheet.)

You see, if I thought I could get a higher price for the home, I would take it because we would both profit. But I'm not about to come in here and promise you something I know I can't deliver. If I did, we would just be setting it up to fail from the start, and that would not feel good to me.

Again, how important are these needs to you? (Slide Let's Get Focused sheet in front of them.)

"Very!"

Then shouldn't we ensure a win-win relationship from the start by pricing the home at a price we know we can justify?

If "Yes." Verify list price will satisfy the seller's pricing and timing needs.

BIG HOUSE – SMALL HOUSE

You reap what you sow!

BIG HOUSE – SMALL HOUSE

This message is delivered when sellers want to list in the **wrong range** or want to “start high” and then come down. The sellers’ perception is that a buyer will want to pay an above-market price for **their** home. Your goal is to help the sellers realize that by pricing the home above market value, potential buyers who can afford their house will never see it and those who do will be comparing it to other homes that are realistically priced.

SAMPLE DIALOGUE (Market Value = \$250,000)

Seller:

“My home is better than the others priced at \$250,000!”

You:

I appreciate that, and I agree your home is in fine shape. However it’s been my experience that if we price the home at \$275,000 here’s what will happen. (Draw Big House – Small House diagram on paper.)

Buyers who are ready, willing and able to pay \$275,000 for a home will be the ones viewing the home. They will also be comparing your home to those that are justifiably priced at \$275,000. When they discover they can get more “bang for the buck,” they will gravitate toward the other homes.

Likewise, buyers who are ready, willing and able to buy your home will probably never see your home because it will not appear as an option for those wanting to purchase a \$250,000 home. (Realtors typically don’t search \$25,000 over a buyer’s price ceiling.) Therefore, shouldn’t we choose a price we can justify so the people who are ready, willing and able to buy it will see it?

BIG HOUSE – SMALL HOUSE (continued)

You reap what you sow!

SAMPLE DIALOGUE

Seller:

“We want to list at \$275,000 for a few weeks and then come down to \$250,000.”

You:

I appreciate that. However, the first 30 days your home is on the market are the most crucial. You see, it's been my experience if we start the home at \$275,000 here's what is likely to happen. (Draw home diagram on paper.)

In the first few weeks we will generate a lot of showings. However, the buyers who will be viewing the home will be buyers who are ready, willing and able to pay \$275,000 for a home. They will also be comparing the home to those that are justifiably priced at \$275,000. During that process, they will discover they can get more “bang for the buck,” and as a result, buy the larger home (home with more upgrades).

During these same crucial weeks, there will be buyers who are ready, willing and able to buy your home but will probably never see your home because most agents are not going to show homes that are \$25,000 over a buyer's price ceiling. We will also lose these buyers forever because they will either buy another home or wait to hear from their agent who will typically only search **new** listings and not **price updates**. Doesn't it make more sense to select a price we can justify so the people who are ready, willing and able to buy it will see it? I mean, can we really afford to miss a majority of the qualified buyers for your home when their interest is at a peak level?

OTHER PRICING CHALLENGES

Beware of sellers who refuse to acknowledge simple logic!

"WE STILL THINK OUR HOME IS BETTER AND HAVE AN UNEXPLAINED NEED TO PRICE IT \$25,000 OVER MARKET VALUE!"

Well we could list the home \$25,000 over market value, but in doing so, let me define for you who would become our new target market:

1. Cash buyer
2. Need to pay \$25,000 over market value

How many of these buyers do you think exist?

My research shows that listing the home \$25,000 over market value will result in these needs (show Let's Get Focused sheet) not being fulfilled!

How are you going to feel if (priority #1 hot button) isn't satisfied?

Then shouldn't we do everything within our control to make sure that doesn't happen?

OTHER PRICING CHALLENGES

You don't need unmotivated sellers in your life!

"WE'VE DONE ALL THIS UPDATING OVER THE PAST YEAR!"

I appreciate that, and in a buyer's eyes this may mean you've simply brought the home up to selling standards!

If you were a buyer and two similar homes were for sale, one for (higher price) and one for (lower price), which would you buy?

Wouldn't you agree most buyers would feel like you?

Is this going to be an issue?

If "Yes."

Go to Win-Lose Dialogue

REMEMBER:

Upgrades were taken into consideration when analyzing property condition and amenities and thus should be reflected when **positioning** the home within the correct value range.

OTHER PRICING CHALLENGES

Buyers don't care about sellers' needs!

"WE HAVE TO HAVE \$25,000 TO BUY ANOTHER HOME!"

Mr./Mrs. Seller, pretend for a moment that you are a buyer. We have already seen five homes and I show you this one. You like it, but you're curious why it is priced so far above the market. I reply that the seller has to have \$25,000 to buy a new home.

What would you do as a buyer?

You see, if I could net you \$25,000 more, I would love to! We both would profit!

I can only get you what the market will bear, and that is right here (show Sold Summary Page) in these comparables!

Does that make sense?

I guess we could list the home for \$25,000 over the market, but in doing so these needs (show Let's Get Focused sheet) will not be fulfilled!

How will you feel if these needs aren't satisfied?

Then shouldn't we price the home where these needs have the best chance of getting satisfied?

OTHER PRICING CHALLENGES

The leverage is in the listing!

“JOE SAID HE WOULD LIST MY HOME ABOVE THE MARKET!”

Of course he did!

1. How did Joe justify his price?
2. Did he share his numbers with you? Do you have a copy?
3. Do you think what buyers have done in past buying situations is important?
4. Do you think Joe was only telling you what he thought you wanted to hear?

Please understand I'm okay with listing the home at \$275,000 if we can justify \$275,000. Otherwise, I would consider that a win-lose relationship, and with me, it's win-win or no deal! And when I say it's a win-lose relationship, I mean it would be a win for either Joe or me and lose for you!

It's my opinion that Joe has agreed to take your listing at such a high price because he wants to use your home as **leverage!**

“What do you mean?”

Joe will advertise your home, which will generate buyer leads. However, when potential buyers discover your home is overpriced, they will look to Joe to sell them another home! **Win for Joe** because he made money! **Lose for you** because none of your needs are being satisfied!

Anyone who tells you he can get \$_____ for your home is USING your home as leverage to attract buyers. Both Joe and I know what's going on, I'm just the only one being honest about it. Does that make sense?

How important are these needs to you? (Slide Lets Get Focused sheet in front of them.)

“Very important!”

Then shouldn't we ensure a win-win relationship from the start by pricing your home appropriately?

OTHER PRICING CHALLENGES

You must know your walkout price!

“JOE SAID HE WOULD LIST MY HOME ABOVE THE MARKET!”

Are you saying that you will not list the home with me unless I list it in the “Realm of Ridiculous”?

“Yes!”

Great, here’s my suggestion. I want you to sign a three-month listing agreement with Joe and hold him accountable to HIS PRICE.

WHEN the home doesn’t sell, give me a call and I will be glad to come back out!

Would that be fair? (Start packing your materials.)

I mean, I would love to take the listing. However, I refuse to do it at the expense of your wins.

Before I leave, let me ask you one more question. Do you really have three months to wait?

What’s your plan B?

OTHER PRICING CHALLENGES

What's put in motion stays in motion!

"SHOULDN'T WE LEAVE ROOM FOR NEGOTIATION?"

1. That's a great question! What's important to you about leaving room for negotiation?
2. So, your justification for pricing your home high is just to leave room for buyers wanting to negotiate?
3. If we leave room for negotiation, what do you think we will get? (Negotiation)
4. Right. And are you willing to negotiate down to a market price? (Typically, Yes)
5. Are you willing to negotiate to a below market price? (Typically, No)
6. Do you think it would be better to position you in a way to generate one offer or multiple offers? (Multiple)
7. May I share with you my philosophy on negotiation? (This is simply a strategy)

If we price a home like most AGENTS and leave room for negotiation, then negotiation is what we'll get! Because we are priced like everyone else in the market place (high), we may generate one offer, which really weakens our negotiating position! And, because of our weakened position, the price typically gets negotiated down to at or below market value!

It's been my experience if we price the home directly on the market, we create an "illusion" in the market. Because so many agents overprice their listings, a home priced directly on the market appears to be a "deal," giving us a better **CHANCE** to generate multiple offers that **COULD** drive the final, agreed upon price above the list price! Now understand the home will only appear as a "deal." We know it's not underpriced because we have used a 7-step pricing **strategy** to arrive at the proper price entry point. Does this make sense?

So which pricing strategy has a better chance of satisfying your specific needs? So where do you feel we should price the home?

BEFORE LEAVING PRICE

You must eliminate any potential seller remorse!

“HOW WILL YOU FEEL IF YOUR HOME SELLS TOMORROW?”

If **“I would feel like I priced it too low,”** then ask four more questions:

1. May I ask why you would feel that way?
2. Is your goal to meet your needs within your designated time frame?
3. Would you agree that pricing your home at the appropriate price entry point increases the odds of getting one or more offers within your designated time frame?
4. Would you feel your needs were any less satisfied if the offer came on the 1st day as opposed to the 60th day?

I guess the point is that all the research we just analyzed ensures us of the most appropriate price entry point.

Now, we really shouldn't care when the right person sees it as long as they see it within your designated time frame. Correct?

Therefore, if someone who is ready, willing and able to pay \$_____ for your home sees it the first day it's on the market, we should expect an offer. Wouldn't you agree?

You see we really can't control **when** the right person sees it. We can only control **if** they see it.

So, if the right person sees it on the first day, this in no way means we priced the home too low. It simply validates the fact that we priced it just right.

Does that make sense?

COMMISSION QUESTION

Cost is only an issue in the absence of value!

“WILL YOU WORK FOR LESS?”

Why? Do you not think I'm worth what I'm asking? (Wait for response.)

I really can't because I would consider that a win-lose relationship, and remember with me, it's win-win or no deal!

You see Mr. Seller, I firmly believe one party should not have to lose for the other party to win!

If I take the listing, I am going to provide you with exceptional, quality, consultative-type service, which will be a definite win for you! Right?

Accepting a lower fee for services you've already deemed **more valuable** would be a definite lose for me because I can't operate a successful business on less than what I'm asking. Plus, it just wouldn't be fair if I charged you one amount and all of my other clients another. That wouldn't feel good to me. Does that make sense?

If “No.” (Gut-check time)

I would love to take the listing. However, I refuse to do it at the expense of a win-win relationship. Therefore at this point, I must gracefully bow out. I hope you understand.

REMEMBER:

The best thing about your business is it's your business!

COMMISSION QUESTION

If you don't have your own plan, you'll always be part of someone else's!

"WILL YOU WORK FOR LESS?"

I guess I could, but if I gave up my money that easily you wouldn't respect me as a businessman (woman), and if you don't respect me as a businessman (woman), you darn sure don't want me handling a large financial transaction like this for you.

After our conversation tonight, do you feel I have the knowledge, skills and competencies to sell your home?

Do you see a difference in my approach?

Do you see **more value** in my approach?

Great, then shouldn't we move ahead with this?

COMMISSION OBJECTION

There are definite differences between agents and consultants!

“JOE SAID HE WOULD LIST MY HOME FOR LESS!”

That’s great. You see how easily Joe sacrificed his money? Just think how frugal he’s going to be with yours! Is Joe a consultant?

“I don’t know.”

Did Joe ask you what **YOU** needed in the transaction or did he make some basic assumptions?

“He didn’t ask.”

Did Joe help you put together the specific plans and strategies that if implemented and held accountable will result in getting the home sold?

“No.”

Did Joe thoroughly discuss each person’s role and expectations in the relationship?

“No.”

Do you see value in these things?

“Yes.”

Do you see a difference in Joe’s approach and mine?

“Yes.”

Then why should I charge the same fee as Joe?

My fee is X%! Is this going to be an issue?

COMMISSION OBJECTION

You will always charge what YOU believe you are worth!

“JOE SAID HE WOULD LIST MY HOME FOR LESS!”

Well, I guess Joe knows what he’s worth! (ha-ha)

Bottom line, after our conversation tonight, do you think you and your investment are in better hands with me or with Joe? (You can’t ask this question if you are “typical.”)

If “Joe.”

Next!!

If “You.”

Great, then shouldn’t we make this a win-win relationship from the start?

If “You, but I still want you to work for less.”

Do you remember back at the beginning of our conversation when I told you that I was here to create a win-win working relationship? I think we may have just violated that agenda.

If I take the listing, I am going to provide you with exceptional, quality, consultative-type service, which will be a definite win for you! Right?

Well accepting a lower fee for services you’ve already deemed more valuable will be a definite lose for me because I can’t operate a successful business on X%. Plus, it just wouldn’t be fair if I charged you X% and all of my other clients more than that. It just wouldn’t feel good to me. Does that make sense?

If “No.”

I would love to take your listing. However, I refuse to do it at the expense of a win-win relationship. Therefore at this point, I must gracefully bow out. I hope you understand.

COMMISSION CONCERN

**Your value proposition should be relevant,
irresistable and irreplaceable!**

“WHY SHOULD I PAY YOU MORE WHEN JOE WANTS LESS?”

Peace of mind!

“What do you mean?”

You can be certain that my #1 goal is to satisfy these **specific** needs! (Point to Let's Get Focused sheet.) If I feel there is a need here that I can't satisfy, I won't take the listing. Can Joe say the same thing?

“Yes.”

Did Joe ask you about these **specific** needs or did he just ASSUME he knew what your needs are?

“He didn't ask.”

Then how can you be assured Joe's priority is getting your children in school on time? (Always refer to their #1 hot button.)

Did Joe thoroughly discuss each person's role and expectations in the relationship?

“No.”

You see, Joe and I don't resemble each other at all, yet you want us to work for the same fee? Bottom line, do you feel you and your investment are in better hands with me or with Joe?

“You.”

Great, then shouldn't we make this a win-win relationship from the start?

COMMISSION SIDE NOTE

Never talk commission rates over the phone!

“WHAT DO YOU CHARGE?”

That’s an interesting question given you’ve yet to meet with me and discover the value I provide.

Have you had a bad experience with a Realtor?

I really don’t think I should answer that question until you’ve had a chance to discover the value in a working relationship with me.

I do, however, appreciate your concern, so here’s my suggestion:

Let’s go ahead and meet, and at the end of our conversation I’ll let you determine what I’m worth.

Does that sound fair?

NOTE:

Answering the above question directly eliminates a lot of opportunities. Deflecting the concern increases your win-win percentage!

TERM OF LISTING OBJECTION

Make doing business with you easy and convenient!

“WE WANT TO SIGN A THREE-MONTH LISTING AGREEMENT!”

I would like to list the home for six months and give you an **easy-exit** clause!

What that means is that in the special provisions of the contract, we'll state that if at any time you become dissatisfied with my service or with me as a professional, you can fire me with 48 hours written notice!

Is that fair?

INSERT THE FOLLOWING IN SPECIAL PROVISIONS:

If seller becomes dissatisfied with broker's service, seller may terminate this agreement with 48 hours written notice.

OR

If seller or broker becomes dissatisfied with the other party's services or promises to perform, either party may terminate this agreement with 48 hours written notice.

NOTE:

Only agree to this when it is the difference between taking the listing and not.

OFFICE LOCATION OBJECTION

Success is two-dimensional!

“WHERE IS YOUR OFFICE LOCATED?”

1. That’s an interesting question. Why do you ask?
2. Have you visited with anyone who has, in your opinion, a desirable location?
3. Did they uncover your needs?
4. Did they talk about the plans and strategies needed to sell your home?
5. Did they thoroughly discuss each of your roles and expectations in the working relationship?
6. Do you see value in these things?

“Yes.”

Exactly! You see, getting these needs fulfilled (Point to the Let’s Get Focused sheet) is not about office location – it’s about you having the desire to get your home sold, and then finding the environment that best supports your goals. Now in my opinion, **support** doesn’t equal location. Support is you feeling confident that the associate you are hiring can put together the plans and strategies that, when implemented and held accountable, will get your home sold. Wouldn’t you agree?

Great! After our conversation tonight, do you think I can get the **results** you’re looking for?

FRIENDSHIP OBJECTION

**Openly sharing your value proposition
always leads to future opportunities!**

“I HAVE A FRIEND IN THE BUSINESS!”

IF OBJECTION COMES DURING THE SOLICITATION

That’s great! Since this is such a large financial transaction, how about I come in and give you a **second opinion**?

Worse case scenario, you will have another set of eyes and ears to help you devise an appropriate plan of action.

IF OBJECTION COMES DURING THE CONVERSATION

1. Why exactly am I here tonight?
2. Is your friend a full-time Realtor?
3. How good are you at separating business and friendship?
4. How good is your friend at separating business and friendship?
5. Did your friend sit down with you and uncover your needs?
6. Did your friend show you the plans and strategies needed to sell your home?
7. Did your friend thoroughly discuss the expectations for each of your roles in a **business** relationship?
8. Do you see value in these things?
9. In the event your friend doesn’t meet your expectations, will you be able or willing to fire him/her?

If “No.”

“How can you hold him/her accountable?”

EXPERIENCE OBJECTION

**Openly sharing your value proposition
always leads to future opportunities!**

“HOW MANY HOMES HAVE YOU SOLD?”

Inexperienced agent: That’s a great question and before I answer, may I ask why that’s important to you?

Seller: “Experience = Better” (implied answer)

I see. Well, I have sold x homes (be completely honest). Does that concern you?

The bottom line is you need someone who possesses the knowledge, skills and competencies to sell your home. Wouldn’t you agree?

Well after our conversation tonight, do you think I’m capable of getting your home sold?

IF OBJECTION COMES DURING THE SOLICITATION

I see. Well, I have sold x homes. Now don’t let that alarm you, because what I’ve done in the past makes little or no difference to your specific situation.

How about I come out for an hour and meet with you, and at the end of our conversation you can determine if I’m capable of handling the job? I mean really, should you say no before you know what you’re saying no to?

BOTTOM LINE:

Sellers need to know you have an intentional and proactive game plan. They also need to be confident that once your strategies are implemented and held accountable, their home will sell!

BONUS FOR BEING HERE

Never say no until you know what you are saying no to!

Any objection, question or concern that happens during the solicitation can be overcome with the following dialogue:

Let's have a conversation. If at the end of our conversation you still (see dialogue below), I won't list the home. However, by meeting with me you may find you can get all you want and more! We won't know, though, until we've had a conversation.

EXAMPLES

If at the end of our conversation you still **feel like it's not a good time to sell ...**

If at the end of our conversation you still **feel like I'm not worth what I charge ...**

If at the end of our conversation you still **feel like my office is too far away ...**

If at the end of our conversation you still **want to list with your friend ...**

If at the end of our conversation you still **feel all Realtors are crooks ...**

If at the end of our conversation you still **feel a need to go FSBO ...**

If at the end of our conversation you **see no difference between the others and me ...**

If at the end of our conversation you still **feel I'm too inexperienced ...**

If at the end of our conversation you **feel like I can't handle the job ...**

Etc.