The Price Objection Script

17. _____ what price do you absolutely have to have? ( ) Ouch!

18. Based on that … there are a couple of real important questions I need to ask you …

19. Specifically … why do you feel your home is worth $_____ more than your neighbor's?

20. (Name) in today's market place … that means you've simply brought your home up to selling standard … right?

21. All homes need _____ … right?

22. Let me ask you a question … If a buyer wants to buy your home … but … they plan to get rid of _____ … the moment they buy your home … how much is it worth then? Exactly!

23. Did you add that to your home for the next buyer … or … for your own enjoyment?

24. If you were purchasing a home … and two similar homes were for sale … one for _____ … and one for _____ … which would you, buy?

25. Wouldn't you want to use the extra _____ … to do what you wanted to the home? …

26. Don't you think most buyers would feel just like you? Of course they would.

27. That's why … I'm going to recommend … a price of $ _____ … based on what we know … do you want to … list your home … for that price tonight?

All we need to do now is simply … sign the contract … so I can help you get what you want … in the time you want … won't that be great?

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