Interpreting Feedback

When An Agent Says:	The Agent Means:
"The Buyer thought the house was too small."	The Buyer found larger homes for the same price.
"They liked the house but bought another."	They found other houses that were better values.
"They liked the house but bought a new home."	Buyers will pay 10-15% more for a new house.
"They didn't like the carpet."	The seller should replace the carpet due to age or color.
"They thought the yard was too small, the street was too busy..."	They found other homes with larger yards, quieter streets... for the same price.
"The home needs some work."	The seller may need to make minor repairs or neutralize.
"They didn't like the floor plan."	They didn't like the floor plan.



Price Objections are always clothed in different terms.
The Seller's Goal:
To be the Very Best House in the Price Range!