SCRIPTS & DIALOGUES–
NEGOTIATION

Answering (almost) Every Objection



Assertiveness:

What is important to you? What would make this meeting a "10" for you?

Seller: You're a little pushy?

I am an assertive realtor. What kind of realtor are you looking for? One that when they get an offer on your property, looks at it and says, "Well, if it sells, it sells, if it doesn't, it doesn't." Or one that rolls up her sleeves, takes that offer and does everything she can to push the offer through on behalf of you, the client? You want my kind of realtor, don't you?

Price:

Invisible

If your home isn't priced right, then the people who can afford it won't see it; it will be invisible to them! The people who can afford it won't want it because they're going to perceive the home as a lesser value.

High, Not-So-High

Let's choose a price that's high enough to get good, respectable proposals and not so high that it makes people scratch their head and wonder how we arrived at it.

Fear of Loss

Pricing your home competitively creates the opportunity to create fear of loss in a buyer. Fear of loss is a much greater motivator than opportunity to gain. Let's price it right and sit tight. Does that make sense?

Potential Bidding War

Allow me to use my marketing and negotiating skills to protect your right price by potentially creating a bidding war for your home. Now that would be a great place to be, wouldn't it?