Top Pro Price Objection Scripts

Seller: **"Another agent says they can list it for more."**
Agent: "How is the agent going to make the market pay a higher price? Industry experts call that 'Buying the Listing'. My goal is for you to price your home to sell so we never have to do a price reduction. If you decide to hire the highest bidder, make sure they get you the price and not just reduce it in 30 days."

Seller: **"If we price lower than I want and it sells quickly, I'll be upset."**
Agent: "The market will not allow you to under-price your home. If the buyers feel the price is too low, we will get multiple offers. The market will push your price to the highest price the market will bear."

Seller: **"I don't like your price. I'd like to list at my price."**
Agent: "There is no 'your price' or 'my price.' There is only 'the price' the market is willing to pay.

Seller: **"Why can't we just start at a higher listing price and see what happens?"**
Agent: "You can price it to sit, or you can price it to sell. Pricing a home correctly from the get-go will result in a quicker sale, higher price, and few issues."

Courtesy of Alexa Bolin and CRS