Ramsey Real Estate – 12 Golden Keys
Objection Handling Scripts

PROSPECT > APPOINTMENT

"I'm only interested in this property."

1. "We don't really know that this property is right for you. I'd like to meet to discuss your needs and wants *before* we waste time looking at this or other properties that will not work for you."
2. "Would you be interested in seeing similar properties in this price range and location that may also meet your needs?"
3. "If there was another property similar to this one for a better price you wouldn't want see it?"

"I'm working with an agent."

1. "Is your agent asking you to do all of his legwork to save his time instead of saving yours?"
2. "Your agent is not best serving you if he is not presenting you with properties to consider and instead letting you scour the internet looking for them."
3. "Did your agent conduct a thorough buyer consultation with you to determine exactly what your needs and wants are in order to better identify the exact properties that will work best for you and your lifestyle?"

"I don't have time, I just want information."

1. "Wouldn't you agree that sitting down for 30-45 minutes with me could save you endless hours of looking at the wrong properties?"
2. "Doesn't it make sense to identify your needs, wants, and values to help conduct a more pinpointed search that will help you find the right house in the least amount of time?"
3. "I promise that by meeting with me for a quick buyer consultation, I can narrow your search down to the ten properties that are the best fit for you."

APPOINTMENT > BUYER AGENCY AGREEMENT

"I don't want to be tied to one agent."

1. "Do you realize by calling the listing agents off signs or the internet, you aren't tied to ANY agent? The seller has chosen to tie themselves to that agent – they cannot represent your interests."
2. "By agreeing to work exclusively with me, I can make you a client rather than a customer, which gives me the time to provide you with the highest level of service and allows me to represent your best interests at every property."
3. "Our Loyalty Agreement comes with an 'easy exit' clause which allows either of us to cancel this agreement via telephone or email with 48 hours notice if we decide the relationship is not working out."

"I need to take it home."

1. "I'd like to get started on our search right away, but I can only work with clients who have agreed to give me their loyalty in exchange for mine. This agreement assures me that I will actually get paid by the seller for the work I do for you."

2. "Although you are welcome to have your attorney review it, this is a 'service agreement' not a contract, that's why I like to call it a loyalty agreement. Also, as I've explained, the seller, not you, is responsible for my fee."
3. "I understand your concern, but to save us the time of having to meet over paperwork again, there is an 'easy exit' attached to the agreement if you decide you do not want to work together."

"I don't need an agent."

1. "I have to disagree with you there unless you have an endless amount of time to search for properties without any direction or focus. Have you considered the amount of time it takes to make phone call after phone call to listing agents on properties that may not even fit your needs or may already be sold?"
2. "Do you realize by calling the listing agents off signs or the internet, you aren't tied to ANY agent? The seller has chosen to tie themselves to that agent – they cannot represent your interests."
3. "Maybe you're right. How about if you give me a chance and let me show you 4 properties this weekend. If you don't see the value in my services, our EBAA comes with an 'easy exit' clause and you're free to cancel it with 48 hours notice by phone or email."

BUYER AGENCY AGREEMENT > OFFER

"I'm not ready because there is so much out there to see."

1. You're clearly an informed person who watches the news or reads the newspaper. The 'millions to choose from myth' as I call it has been perpetuated by the media. Are there millions of houses for sale? Yes. But just like anything else, there is a limited number that will work for your needs and lifestyle. I would hate to see you miss out on this one."
2. "Although it is a 'buyer's market' this price category is unbelievably hot right now and we're seeing multiple offers on properties on a regular basis. I've seen how much you like this house, I know you'll be disappointed if we come back to this one in a few days and it's gone."
3. "I'm not hiding any houses from you. The properties I've sent you in MLS are the closest matches for you, and you and I have narrowed it down even more to these five. If you're by chance looking on other website besides MLS, you're probably seeing houses that are already under contract or even sold."

"I want to look at it again with family and friends."

1. I hate to see you delay in writing an offer until you can get people together to look at it over the weekend. I know how disappointed you'll be if it's gone before we can come back."
2. "You've made it clear how important your family and friends are to you, but I have to be honest, bringing a big group in on a decision like this can be very difficult because buying a home in a very personal and emotional thing, and your true feelings can get very clouded and confusing by too much input."
3. "How about if we go ahead and write up the offer now, and we'll bring them through separately this week while we're negotiating since it will take a few days to put the deal together."

"I think prices will go down more."

1. "Unfortunately, timing the market is impossible. By the time consumers have realized 'the bottom', the prices have already started to go back up again."
2. "Even if prices decline slightly, interest rates may go the other direction. A small increase in interest rates could price you out of the home of your dreams."
3. "I've seen too many people pass up a house they love because they thought the price would come down a little more and then someone else came in with a clear picture of the value and scooped it up."
4. "There is real value far beyond price in being able to live in the home of your dreams."