Objections:
Price Improvements

Politely Direct

(Seller Name), after 30 days on the market and ____ showings, it is clear that we need to improve the price. The longer we wait the more confident buyers will be that they can obtain your property for an even lower price. We need to improve it now before we end up chasing the market down.

Getting

(Seller Name), the choice is yours. We can sit and wait and keep getting what we're getting … which is nothing …… or we can change the price and get something. Even if you reject that something, I would take having an offer to reject, accept or negotiate any day over nothing. Wouldn't you? What do you want to do?

Milk

If milk costs $4.15 a gallon, it doesn't matter how big your sign is or how many ads you place in the supermarket ads, if the price of milk says MILK $12.00 no one is going to buy it. **No amount of marketing will sell an overpriced item.**

Market Wants Price Improvement, Seller Wants Ads

(Seller Name), the market is changing and we have a choice. We can respond to it now or we can respond to it later. Later we may be chasing a market that is moving downward quickly or things could turn around. We don't know for sure. Do we wait and ride the market, knowing we may fail or do we act now, believing the reality of today is better than tomorrow? It all depends on you. What depends on me is how I respond on behalf of my sellers. If you wait, I will wait too, continue to promote the property through our signs, referrals, mls and website, etc but not chase the market down with advertising dollars. That will only represent a glut of homes to buyers who are reading…and that is if they are reading…statistically on 3% of buyers call on print ads and every month a larger percentage come from my web presence and web marketing. That is where I choose to market properties because that is what is working.

Copyright © 2011 – The Top Producer Group, LLC – All Rights Reserved

Objections:
Price Improvements

The House down the Street is Listed for the Same/More

You can't compare you house to the one down the street, because it could be overpriced by $10,000 to $20,000. You have to look at solds and then look at condition, location and your motivation, because if you want out of your house in 2 months in a buyers market, we need to price it right or even a bit below market to accomplish that for you.

Let's Start High…We Can Always Reduce It Later

Your first two weeks on market are a critical time. If you are priced too high, buyers may not even look at your home. If you are priced correctly, when buyers leave your home they know they should make an offer right away.

When It Is Time for a Price Adjustment?

There are usually only two things that will stop your house from selling: price and location. What is the problem with yours?

Negotiating Price

We can either negotiate the price together, you and I right now, and decide what it is going to sell for or we can list high and negotiate with the buyers later.

Invisible

If you 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 are going to perceive the house as a lesser value.

High, Not So High

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

Copyright © 2011 – The Top Producer Group, LLC – All Rights Reserved

Objections:
Price Improvements

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?

I Don't Want To Give My House Away

You can give your house away without me. What you need me to do is to get you the most amount of money in the shortest amount of time with the fewest problems. The longer your property is on the market the less you will net. Monitoring the market's reaction to your price is what I am here for. This way you can react fast and net the mazimun.

Copyright © 2011 – The Top Producer Group, LLC – All Rights Reserved