

Commission

“Other agents will cut their commission.”

“If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?”



“Commissions aren’t negotiable with agents that sell homes daily. They are only negotiable with the realtors who don’t believe in the service that they offer.”

Notes

Commission

“If you list it for sale yourself, who will follow up with the 30 to 60 days of legal paperwork? Let me ask you, if you were an agent, would you rather show homes that were listed with professional agents that worked to get deals closed?”



“I could sell it myself and avoid paying the commission.”

“How many agents will want to risk the fact that you may not have done this before?”

Notes

Price

“Your valuation is wrong.”

Ask for their reasoning & listen to why they think you're wrong.

Comps and the market don't lie.
It's not a made up figure, it's based on data.

“Another agent can sell it for more.”

The home will perform based on what's happening in the market, the numbers don't lie.

Listing over market price can increase the time on market.

Notes

Price

“Your price is much lower than other agents I’ve spoken with.”

A lot of agents will tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them – no buyers want to look at a house that is overpriced.

My comps determine my price. I would rather you turn down 10 offers than never get one.

Notes

Price

“Sure, but by the time price comes down, you could already be written off as un-motivated. You see, if we come out of the gate with your home overpriced, all of the agents that show properties will instantly write you off as a non-motivated seller...”

The higher a price on a property, let less the seller needs to sell it ... at least that's what the agents believe... purely from their past experience.”



“We can always come down in price later.”

Notes

Price

“I won’t sell for less than X.”

“Your home will perform based on what’s happening in the market. If you price it at market, market usually sells in X days, then your house will sell around this time. If you price it at X price, then it may take much longer to sell. Are you willing to risk timing for price?”

Notes

You VS. Them

“I want to talk to some other agents.”

“Absolutely. You should talk to other agents because the bottom line is, you’re not going to choose me based solely on everything I’ve shown you. You’re going to choose the agent you trust the most. So you should interview other agents.”

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I can appreciate that, making a logical decision is important ... so tell me, what is it specifically that you’re going to have to think over?

Notes

You VS. Them

“Why did you have me come over to meet with you? Is your mind totally made up? If it’s not, then what concerns do you have?”



“The fact that I’m here suggests you may not be completely on board with working with them. How can I help you make a logical decision here?”

“I have a friend/previous agent, I should use them.”

Notes
