

Real Estate Negotiation Scripts for Buyer & Seller Agents

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Scripts for Seller's Agents

1. Home Price & Value

- **Agent:** "Thank you for the tour. It's clear you've invested in some fantastic upgrades here."
- **Seller:** "Absolutely, we've put a lot into this place. We're confident it's worth more now."
- **Agent:** "I agree the upgrades are impressive. To ensure a competitive price, let's consider the current market. I recommend a listing price that aligns with recent sales in the area. This will attract more buyers and likely result in a quicker sale. What do you think?"

2. Real Estate Commission

- **Seller:** "We were hoping for a lower commission rate. It's standard practice, isn't it?"
- **Agent:** "I understand your perspective and want to offer you something unique. Rather than reducing my commission, I propose an incentive-based approach. If I can secure a sale price above a certain threshold, I'll gladly adjust my commission rate downward to reward your trust and confidence in my abilities. This way, we're both motivated to achieve the best possible outcome."

3. Contract Length

- **Seller:** "I'm thinking of a 90-day listing contract for my property. That should be enough time to sell it, right?"
- **Agent:** "I understand your preference for a shorter contract, but 180 days gives us ample time to market your property effectively, attract the right buyers, and navigate any market fluctuations. Plus, it allows us to explore different strategies, if needed. It doesn't mean it will take 180 days to sell your home, and if you're completely unhappy with my services, we can always revisit our contract to see if we're still a good fit. Sound fair?"

4. Presenting Offers

- **Agent:** "I have an offer on your property. The buyer is willing to pay \$500,000."
- **Seller:** "That's lower than we expected. We were hoping for at least \$525,000."
- **Agent:** "I appreciate your expectations. Let's consider a strategic approach. While the offer is currently at \$500,000, we can negotiate for favorable terms like a quick closing or contingencies that work in your favor. This way, we can potentially secure a stronger overall deal."

Scripts for Seller's Agents

5. For Sale by Owner (FSBO)

- **Seller (For Sale by Owner):** "We can sell it ourselves."
- **Agent:** "I appreciate your confidence, and selling yourself is an option. However, working with a seasoned agent brings experience, marketing reach, and negotiation skills that can often result in a smoother and more profitable sale. What if I could show you that I could sell your home faster and for more money, even with my fees? Would you consider listing with me today?"

6. Property Disclosures

- **Seller:** "I'd rather not mention that minor foundation issue in the disclosure."
- **Agent:** "I understand your concern, but it's important to note that legally, we must disclose any known defects. Not doing so could lead to legal complications and negatively impact the sale. Let's work together to ensure we provide accurate information while addressing buyer concerns to keep the transaction smooth and transparent."

7. Home Inspections & Repairs

- **Seller:** "I don't want to bother with those repairs from the home inspection. We already agreed to list for a lower price."
- **Agent:** "I appreciate your perspective and understand that we've already priced the property accordingly. However, addressing these repairs can ensure a smoother transaction and minimize potential issues that might arise later. It's not just about the price but also about providing buyers with confidence in the property's condition. This can lead to a quicker sale and a more positive outcome for all."

8. Home Staging

- **Seller:** "I don't want to spend money on staging the home. It's an extra cost we can avoid."
- **Agent:** "I understand your concern about costs. However, consider that staging typically results in quicker sales at higher prices. Think of it as an investment. By spending a bit now, we can attract more buyers and potentially negotiate for a higher final sale price and sell faster, which could offset the staging expenses."

Scripts for Seller's Agents

9. Seller Concessions

- **Seller:** "I'm not keen on paying \$10,000 in concessions to these buyers."
- **Agent:** "I appreciate your concern about the \$10,000 concession. Let's explore a creative approach. Instead of covering the entire amount, we could offer a portion while adjusting the sale price slightly higher. This way, the buyer gets financial help, and you still receive your desired net proceeds. It's a win-win solution that satisfies both parties and maintains our negotiating strength."

10. Low Appraisals

- **Seller:** "I won't accept their offer at the appraised value. We deserve more for our property. We already lowered the price when we listed it."
- **Agent:** "I understand your disappointment, but let's leverage this situation. We can keep the deal alive by meeting the buyers halfway. We've already invested time and money in this transaction. Accepting the appraised value can ensure a successful sale and help you move forward faster. It's a strategic move in the current market. If they walk away, we're back to square one, and a new appraisal will yield the same results."

Scripts for Buyer's Agents

1. Signing a Contract

- Buyer: "I'm not sure about signing a contract with a buyer's agent."
- Agent: "I completely understand your hesitation. How about we add a clause allowing you to terminate the agreement with reasonable notice if you're not satisfied with my services? That way, you have peace of mind and can experience the value I bring to your home search."

2. Real Estate Commissions

- Buyer: "I thought the seller paid the commission. I have to come up with more money?"
- Agent: "I understand your concern. The commission generally comes from the sale proceeds, but sometimes it's out of pocket. Let's discuss how we can work within your budget while ensuring I provide you with the best possible service so you get the most value from your investment should this arise."

3. Making Offers on Homes

- Buyer: "I think we should start with a low offer."
- Agent: "I understand your approach, but in this competitive market, a strong initial offer can give us an advantage and demonstrate our serious interest. Let's consider a fair offer that positions us well without alienating the seller. We can negotiate effectively while showing respect for their property."

4. Property Condition, Inspections & Repairs

- Buyer: "We've found quite a few minor issues in the inspection report, plus these two bigger things. We want them all fixed."
- Agent: "I appreciate your thoroughness in reviewing the inspection report. While asking the seller to address the major concerns is reasonable, let's consider which minor issues are critical and negotiate for those. This allows us to focus on getting costly repairs done and doesn't alienate the seller."

Scripts for Buyer's Agents

5. Choosing a Property

- **Buyer:** "We want to see every house available in the area."
- **Agent:** "I understand your enthusiasm, but let's narrow our search by focusing on homes with the features and amenities you want most and within your budget. This will save time, help us find you a great home, and ensure we don't miss out on the properties that truly will meet your needs."

6. Financing & Budget

- **Buyer:** "We thought we'd look at houses first to see what's out there. We have an idea of what we can afford. Then we'll talk to the bank. We don't want a ding on our credit report."
- **Agent:** "I appreciate your enthusiasm for touring homes. However, getting pre-approved by the bank won't impact your credit significantly, and it helps you make more informed choices during our home tours. Plus, it strengthens your position with the seller when making offers."

7. Appraisal Results

- **Buyer:** "The appraisal came in lower than the purchase price. Even though we can afford it, we want a reduction."
- **Agent:** "I appreciate your concern about the appraisal. While we can request a reduction, let's also weigh the overall value of the property and the local market conditions. It's crucial to ensure we're making an informed decision that aligns with your long-term goals and financial well-being."

8. Closing Costs & Seller Concessions

- **Buyer:** "Let's add closing costs and all the repairs in the home inspection report to our offer. We want to sell our home first, so let's set a six-month closing date with a home sale contingency. Oh, and we want their lawn tractor."
- **Agent:** "I understand you want to make a competitive offer, but combining closing costs, all repairs, a lengthy closing date, and the lawn tractor might make our offer less attractive to the seller. Let's prioritize the most crucial terms, like the most critical repairs and closing costs, to increase our chances of acceptance. We can explore the other requests if the initial terms are agreed upon."

Scripts for Buyer's Agents

9. Property Possession Date

- **Buyer:** "We want to sell our home first. Let's bump out the property possession date by six months."
- **Agent:** "I appreciate the importance of selling your current home first, but we should be mindful of the seller's perspective. Let's consider a shorter contingency period to make our offer more appealing and explore options to demonstrate our commitment. This will increase the likelihood of our offer being accepted while addressing your needs."

10. Earnest Money Deposit

- **Buyer:** "We only want to put down \$1,000. That should be enough, right?"
- **Agent:** "I appreciate your initial suggestion, but let's consider the seller's perspective. A higher earnest money deposit can demonstrate your commitment and seriousness as a buyer. It also gives the seller confidence in your offer. How about we propose \$3,000 instead? It's a strong signal without significantly increasing upfront costs."

Additional Negotiation Tips

- **Master non-verbal communication:** Pay close attention to body language, tone, and facial expressions during negotiations. These non-verbal cues can reveal valuable insights into the other party's intentions and emotions.
- **Study psychological triggers:** Learn about psychological triggers in negotiations, such as anchoring (starting with a high initial offer) and reciprocity (offering concessions to encourage reciprocity from the other party).
- **Create a win-win mindset:** Foster a win-win mindset in both parties by emphasizing that a successful deal should benefit everyone involved, which can reduce tension and encourage cooperation.
- **Analyze seller's motivations:** Understand the seller's motivations on a personal level. Are they looking to downsize, move quickly, or maximize their profit? Tailor your approach accordingly.
- **Leverage local market knowledge:** Demonstrate your expertise by highlighting your in-depth knowledge of the local real estate market, including recent sales and upcoming developments.
- **Employ a negotiation framework:** Develop a structured negotiation framework that includes pre-planned responses to various scenarios, allowing you to react swiftly and confidently.
- **Anticipate objections:** Proactively address potential objections from the seller, whether related to property condition, price, or terms, by presenting solutions before they become sticking points.
- **Master the art of silence:** Stay quiet after presenting an offer or counteroffer. Let the other party react and respond, as silence can be a powerful negotiating tool.
- **Negotiation ethics:** Adhere to ethical standards and legal regulations in all negotiations.
- **Alternatives and BATNA*:** Understand your Best Alternative to a Negotiated Agreement (BATNA) and the other party's BATNA to make informed negotiation decisions.

*Best Alternative to a Negotiated Agreement (BATNA) is a strategy created by William Yury and Roger Fisher in the classic bestseller "[Getting to Yes: Negotiating Agreement Without Giving In.](#)"