

Real Estate Objection Scripts

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'Could you please cut or lower your commission? Because other agents will.'

Sample script #1:

I understand your desire to save more money, but let me ask you this: Would you want to work with an agent who sells your house, or would you want to work with an agent who will sell your house for the best price on the market? At every step of the process, I'll be in your corner, making sure that you are paid your fair price, but I can only do that when I know that you trust me and know my value. Do you want to sell your house for the best price?

Sample script #2:

Got it. Thank you for being direct with me, and I understand your intent to save money. I am always honest with my prospects, so there's a reason I won't be changing my commission. You see, when I work with you, I bring many promising buyers to your doorstep. But to be honest, almost everyone interested will want it for less. I intend to negotiate the best price for your house every time. In a way, I will protect my earnings the same way I'll be defending yours. Does that make sense? If you want someone in your corner who won't back down, I'm the agent for the job.

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'I want to sell it myself.' or 'We want to sell it ourselves to save on commissions.'

Sample script #1:

Oh, sure! Listen, you have a great house, and I think you will be able to sell it pretty quickly. The only question is: What's the price you're going to list it for? [If the price is below the market, prove you can get them more money / If the price is above market, explain how you will save time and money on expired listings.]

Sample script #2:

I understand your desire to save on commissions. However, working with an agent often leads to a higher sale price that can more than offset those costs. Let's discuss how we can maximize your net proceeds while also benefiting from my expertise.

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'Zillow says it's worth X.' or 'Zillow told us that our house is worth X, which is more than what you're saying.'

Sample script #1:

Yes, I've seen that Zestimate! In fact, that's something I wanted to explain a bit. After all, we listed 30 houses with Zillow last year. It's a great platform. But I wanted to share with you that with all 30 houses, the initial Zestimate was off by at least 15%. In one case, by 40%. Why? Because there are no Zillow agents that live in the area or come by your house to evaluate it!

Zillow just tries to calculate a market average based on an algorithm. But your buyers will not care about a Zestimate because their agents won't. If a Zestimate is 15% lower, you will lose 15% on the sale. If it's 15% higher, no one will buy the house, and then you'll lose money on negotiating. Wouldn't you rather just sell your house for the best price and get the most money?

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'I don't think I'm/we're ready to sell/buy.'

Sample script #1:

I see. What specifically are you waiting for?

Do you have a home to sell before you can buy?

When do you want to move into a new home?

On a scale of 1 to 10, with a 10 meaning you want to buy as soon as possible, where do you think you fall? And why?

Understood. There is a lot to get in order before buying a new home: preparing your current home for sale, meeting with a lender, insurance, inspectors, repairs, finding a home, etc. Would you like some help with all of that?

Sample script #2:

That's perfectly fine. And I think that's a very healthy approach that will help you get an even better price on the sale. So we don't need to list it now. Instead, how about I warm up the market for you? I have a few buyer agents that might be interested in the property. I can create some buzz for your property before it's listed and have some qualified buyers already lined up. When do you think you'll be ready?

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**'We're still interviewing other agents.' or
'I've promised to interview another agent.'**

Sample script #1:

I'll call in a day or two to see if you have additional questions. Is there something in my presentation you'd like me to cover in detail right now?

I understand this is a big decision, but I know you're looking to sell quickly. If you sign a listing agreement now, I'll do an open house this weekend.

As an alternative, we can do the paperwork now, and I'll postdate it. If you don't want to work with me, I'll rip it up.

And if you do, we'll be ready to go. I can appreciate that you want to compare real estate agents.

Let's set up a follow-up appointment so I can answer any concerns or questions you may have after you meet with other agents.

Sample script #2:

I understand your house is probably your most valuable asset, and you want to make the best decision. I do have a favor to ask, though: I really believe I can do the best job for you.

I'd like a chance to see if there's anything else I can do for you before you make a final decision.

Would you be willing to meet with me again tomorrow after you've talked to the other agents? What would you like to see in the marketing plan or in the representation of your agent and their company that I didn't discuss with you?

What would make it possible for you to make a decision tonight? Is there anything you believe another company or agent could do for you that I haven't offered to do?

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**'Not sure if my credit score allows us to buy.' or
'Our credit score isn't good enough yet.'**

Sample script #1:

I sincerely encourage you not to stop looking for a better house because of that. There are credit repair companies I've worked with that have successfully helped my prospects boost their credit scores. Would you like me to ask [Company] to look at what they can do for yours?

Sample script #2:

I understand. Have you spoken to a lender to find out?

That's very common. I've also had many clients find that their credit is better than they thought after speaking to a mortgage lender. Plus, a lender can help you start working to fix any credit issues sooner that way. Could I have a lender that I trust at least give you a call?

OK. Did you know that there are many loan programs available that have very different credit requirements? Wouldn't it make sense to at least meet with a lender to find out exactly where you stand?

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**'My relative/friend is a real estate agent.' or
'My relative/friend is helping me to sell/buy a house.'**

Sample script #1:

I'm sure your friends will be trying their best to help you. I can only help that cause. Can I contact them and see if I can provide some additional value on your behalf?

Sample script #2:

I see. So does that mean you feel obligated to have your relative/friend represent you, or are you able to freely choose who you work with to find your next home?

If you didn't have a relative/friend in the business, you would be one of the few. Did you know that 90% of the sales in our market are handled by just 10% of the agents? Is your friend in the 10%?

I understand. So are you willing to risk your relationship if the job doesn't get done? Or are you looking for an objective professional that you can put to work for you?

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'I'm looking for an agent with more experience.'

Sample script #1: (For newly licensed agents)

Well, I passed the state's requirements to get my requirements. I've done the education, and I'm aligned with professionals in the industry. I'm constantly learning every day, and I've got a team of supportive people around me. So what experience exactly are you looking for?

(If the prospect said they want someone with more experience, you could say this...)

Well, someone who has been in it for at least five years isn't here in front of you. But, I am here in front of you, ready, willing, and able to provide you with the best service, an excellent experience, and to accomplish your goals.