

**General Objections for Newer Agents – Just Be Honest!**

**“How Many Homes Have you Sold in My Neighborhood (by Phone)”**

Thank you for asking about my track record! I’m going to send over sales performance history, along with my proven plan of action to get your home sold and I know you’ll be impressed. (Get their email if you don’t have it already).

**OR**

I can understand you want someone who is familiar with your neighborhood. May I explain to you how the buyers are thinking about your development? <<ok>> You see, 85% of our buyers come from outside the state of Florida. They don’t know that they want to be on \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (their street) when they start looking for homes. What they DO KNOW, however, is their budget and the amenities they want. So, it’s important that I am aware of all communities in your price range that are competing, with similar amenities so I know how to sell against them, and bring a buyer to you… that’s what you want, isn’t it? <<yes>>

**OR**

I can really appreciate you wanting an expert in your community! And at the same time, you want a STRONG sales professional to get the job done. So, let me ask you… is it MORE IMPORTANT, to sell the home for the MOST money possible or simply to list it with a neighbor? <<to get the most money>> - absolutely! I’m that person – CLOSE FOR THE APPONTMENT.

**Everyone is calling me today! I’ve had at least 10 calls this morning!**

Wow – only 10 calls this morning… isn’t it funny that with more than 15,000 Realtors in this area, only 10 of us are up doing our job? So, tell me, when you sell this home, where will you go next?

**HOW LONG HAVE YOU BEEN IN THE BUSINESS**

I’m passionate about sales and have been “selling” as long as I can remember. I recently shifted to selling homes instead of \_\_\_\_\_\_\_\_\_\_\_\_\_ (your last role).

**OR**

To be perfectly honest, NAME, you’re my first client. Although I’m new, I have an incredibly experienced TEAM around me, including my mentor and business coach who has been in the business for more than \_\_\_\_\_\_\_\_\_ years. I bring all that experience to you. MOVE ON.

**OR**

Not that long, yet I know your experience with me will be truly successful for two reasons… may I share them? <<yes>> 1) I have six experienced brokers on my team and 14 attorneys I can call at any time, guiding me through the process. And 2) My time will be devoted to YOU. Have you ever been to a great restaurant, but they were so busy you had a less than exceptional experience? <<yes>> Same is true with agents. I hear clients complaining about top agents not caring about their transaction and not being able to reach them. I’m going to do this the RIGHT way. That’s what you want, isn’t it?