

## **COMMISSION OBJECTION & ANOTHER AGENT CAN GET ME MORE MONEY FOR MY PROPERTY**

On the Reminder Call: I can understand that's important to you, I'm writing it down and it will be the first thing we discuss today at \_\_\_\_\_ (meeting time).

### **REMEMBER: DON'T HANDLE OBJECTIONS ON THE PHONE, If Possible!**

#### **What's your commission?**

1. Commission is something that's negotiable and something we'll talk about when we meet at \_\_\_\_\_ (tomorrow/later today) and we will set it together... any other questions?

#### **Well I need to know what your commission is – the paperwork says 6% and I'm not paying that.**

2. I can understand you want to NET THE MOST MONEY CONCEIVABLE from this sale, is that right? <<yes>> So, the first thing we'll talk about is using commission as a tool, and the commission structure that will allow you to come out of this with the most money possible... ok?

#### **Can you just tell me the rate of your commission?**

3. Name, I can tell this is important to you. The commission is simply based on three things... 1. The condition of your property, 2. The PRICE we set on it, and 3. How hard we want the buyer agents to work to bring quality customers to your property. The commission is something we will set at the time of the listing presentation based on this, because I haven't even seen your property yet... any other questions?

**If it becomes a road block like... "If you can't do it for XX% don't bother coming out!" Handle it like this: I hear you and appreciate your candor.** May I ask you one question? <<sure>> Have you ever gotten a perceived discount on something that ended up not being worth it – or even costing you way more in the end? <<yes>> Of course! Can you afford, NAME, to have that happen with one of your most valuable assets? <<no>> Let's do this the right way, let's meet and set the commission based on the marketing strategy that will allow you to net the most money possible – I have \_\_\_\_\_ or \_\_\_\_\_ available... which of those will work best for you? **OR if the appointment is set** – I'll see you at \_\_\_\_\_ today for further discussion on this important issue.

#### **Another Agent can get me More Money for my property!**

Oh, so another agent told you the property is worth more than the market... I can understand that's attractive to believe. May I share with you why they did that? <<yes>> You see many agents will take listings overpriced, because having your property on the multiple internet sites, or holding it open through open houses, gives them FREE advertising FOR THEMSELVES & THEIR BROKER, to find other buyers. They will take those buyers and sell them other properties. You don't want them to use your property that way, do you? <<no>> CLOSE

**OR**

(if they insist on going with that agent)

So, may I give you some advice you can use with that agent? <<yes>> First of all, don't take a long listing. If it's priced absolutely right, it should sell within 30-60 days. Second, put in the "other terms and conditions" section of the listing agreement that the FIRST time the agent calls to BEAT YOU UP over LOWERING the price, the listing will be terminated. Then please agree to call me, because my team had the courage to tell you the truth from the beginning... OK?

### **Another Agent is willing to Sell my Property for a Lower Commission!**

So another agent is lowering their commission for you? <<yes>> Well that must be attractive to you... yet may I explain why that seriously concerns me? <<ok>> You've just out-negotiated your own Realtor... the person that's supposed to be a great negotiator, protecting the price of your property. You see if they weren't willing to protect THEIR OWN money, which tells me they're desperate for a transaction, what do you think will happen when the offer comes in? How will they protect YOUR MONEY if they can't protect THEIR OWN? You'll likely end up losing far more. In fact, most sellers that fall for this end up losing 3-5% on the Property sale in exchange for 1% in commission. Does that sound like the best business decision? <<no>> Let's do this the right way and not get caught up in Realtor games... CLOSE.

### **You're making a Lot of Money on This!**

So you believe I'm earning a lot for my work, is that right? <<yes>> I'm glad you brought that up! May I explain to you where the 6% really goes? <<ok>>

Well the listing side, which is us, – the side that does all the marketing, prospecting and negotiating, only takes 3%... the other 3% goes to the cooperating brokerage for bringing a buyer through the door. We HAVE to do that because more than 98.3% of the sales happen through Realtors here. We have to use that commission as a marketing tool. So out of the 3% my broker gets paid, about 1% stays with him/her and goes toward technology, liability insurance for the transaction which helps limit your exposure, the buildings/admin staff/utilities, etc. Then another 1% goes for marketing your property to Realtors and Quality Buyers. 1% is about all I typically keep to pay my mortgage and live. So, let's do the right thing here and sign the paperwork so I can get you what you want in the time you want, ok?

<<ok>>