

EXPIRED BIGGEST OBJECTIONS

Normally we mirror and match – in objection handling, we speak slowly and confidently

RELIST W/SAME AGENT or LIST WITH ANOTHER AGENT

Sure, I totally understand... and yet, before you get yourself tied up into (another) multi-month listing contract without RESULTS, wouldn't it make sense just to SEE exactly what an award-winning team like mine would do differently? CLOSE for APPT

OR

I understand, you have an agent that you're comfortable with, right? And what you really want is to get your property sold so you can (MOTIVATION). So let's do this in YOUR best interest, and I don't mind... let's meet for 10 minutes. If you don't feel that what I have to say is literally **light years** beyond your other agent, you can always go back and list with him or her, right? CLOSE for APPT

OR

I appreciate that type of loyalty in my clients too, so I can appreciate your dilemma. So tell me, is it more important to actually GET THE PROPERTY SOLD... or... simply to relist with your agent? Has your agent shown you exactly what HE/SHE will do differently this time? Let's do the right thing for YOU – let's run through a second opinion on the sale of your property for just 10 minutes, another professional opinion can only help you, right? CLOSE for APPT

TAKE A BREAK/NOT SELLING/TAKING IT OFF THE MARKET TIL SEASON

I totally understand wanting to give it a rest... after all you've been at this several months, right? So- tell me – it looks like you were at this for almost TIME... had you sold, where would you have gone next? BACK TO EXPIRED SCRIPT

OR

If you had an acceptable offer on your property today, would you consider it? <<yes>> So it sounds like selling is still a priority for you, and sounds like what you DON'T want to do, NAME, is re-list it without SELLING it, Correct? <<yes>> I specialize in selling properties like yours that have been on the market and didn't sell. I'd like to show you EXACTLY what works in this case... what would be the best time for you tomorrow at ____ or ____?

OR

Season is a busy time in this area, isn't it? <<yes>> And at the same time, most people take their property OFF the market for the summer and put them back on in season. In fact, here are the numbers... our population from the Cape to Marco increases about 27 PERCENT for the season. Real Estate Inventory usually increases 34 PERCENT during this time. So you'll actually end up with MORE COMPETITION. Knowing that, don't you agree we should look at getting yours on the market now, AHEAD of the crowd, because less competition means more money. CLOSE for APPT

WAITING FOR MARKET TO GET BETTER or JUST SEND ME YOUR STUFF

I can understand that because you want to NET the most money possible from the sale, right? <<yes>> So, if I could show you how selling your property NOW could possibly net you MORE MONEY than waiting, you would sell it NOW, right? <<how would you do that? >> That's why we need to meet so I can show you what the market is doing and why NOW is the optimal time to sell. BACK TO SCRIPT

OR

<<so just send me your information>> I am going to send you lots of information before we meet. And at the same time... I'm not in the habit of making _____ of a million dollar decisions over the phone. This is a big decision for you, isn't it? <<yes>> Then let's do this the right way and meet for a few minutes so I can get you what you want in the time you want... that's important, right?

SELL IT OURSELVES

Fantastic, NAME! I have no doubt you could sell it on your own – you sound confident and capable... and selling the property is the only thing that matters right? <<yes>> And at the same time, most owners get GREAT VALUE out of meeting with me for 10-15 minutes to better understand the tools I have to net you 10% MORE money than you could on your own. So when could we sit down for 15 minutes... either _____ or _____?

OR

NAME if you knew, absolutely, you could net 10% more money working with me – after my commission is paid – would you want to know how? <<um I guess>> Of course you would! CLOSE for APPT

INTERVIEWING MORE THAN ONE AGENT (scheduling/wanting you to call back)

Great, I totally understand not wanting to make the wrong decision. Have you already set those appointments? (WHEN?) Just curious... which agents are you interviewing?

In this process of interviewing # of agents, what are you specifically looking for in the agent you will hire? <<I don't know we have to see what they say>> So, based on that, how will you know when you have the RIGHT agent in front of you, because surely you won't fall for the old trick of listing with whoever simply gives you the highest price, right? <<why wouldn't I do that>>

(Script map back to another agent said they could get me more money.) CLOSE

OR

I totally understand. So ultimately, this time around, you want to be TOTALLY sure to hire an agent who can get this property sold, is that right, NAME? <<yes>> So when we meet if what I say makes sense, and at the end of our meeting you are totally confident that my team can sell the property for you, you would list with me today when I come out today, wouldn't you? <<No, we're going to hear everyone first, then make a decision>> (If this is the case, be sure to meet with them last, after they've met with other agents. Listen to the answer – set appointment time based on confidence level of interviewing commitment) *Hint from the Coach: Go first & Close if you're a strong closer – offer to call the other agents on the property owner's behalf and give them a VIP chance to see the property AHEAD of the MLS! If you must go last ask for the following: NAME, since you're meeting with other agents before me, and since I'm doing*

my homework to be prepared well for our discussion, would you agree – in integrity – to give me your word that you will not sign anything until I get my turn?

YOU GUYS ALL THE DO THE SAME STUFF, YOU'RE ALL THE SAME, YOU JUST WANT A LISTING....

So I DO want a listing, yet I only want a listing I can sell... which makes my goal the same as your goal... to sell the property. Sounds like what your last agent wanted was simply to take the listing. It's true, we all have the same tools. The key is, every agent uses the tools differently. May I explain? <<yes>> Just like if you were going in for brain surgery and you talked to the top 10 surgeons in the country. They all have invested in similar tools & technology – yet some are definitely more highly skilled, better trained and they have stronger results. Wouldn't it make sense just to SEE what a more highly-skilled and trained agent would do for you?

SO AND SO SELLS EVERYTHING AROUND HERE, SO I'M GOING WITH HIM/HER....

I understand there's a popular agent of interest. That's an attractive option. And yet may I explain why that concerns me? <<ok>> That agent has multiple properties on the market – many that have been listed for more than 30 days. So when the buyer shows up for yours, how will the agent be loyal to YOU when they have other sellers with similar properties they haven't sold yet? <<I don't know>> Yes, we take a listing or two and beat the bushes to find the RIGHT buyer and get you the highest price and get it sold. Then we take additional listings. That way we're working 100% of the time for the sellers that hire us. Isn't that what you want?

TIPS

Remember.... On the phone, the first time they mention the objection, just say "great" or some other agreeable word and move on. The second time they give you the objection, handle it minimally as in the first responses above and move on with the script. The third time, you need to dedicate the time and actually "handle" the objection by phone... use the second response and perhaps the third if necessary. LISTEN to them as you would a friend with a big problem. Selling their property is a problem, and in order for you to help them, you'll need to LISTEN.

Use the objection handling formula!

REPEAT their statement casually so they know you heard them (rephrase if possible).

VALIDATE their statement with an agreeable comment (I understand, I appreciate, I can see, I totally get, etc.).

ANSWER the objection with an ultimate question (all these objection handlers have questions in them).

CLOSE by either moving on in the script or move in for scheduling the appointment.

REMEMBER NEVER TO SCHEDULE AN APPOINTMENT IF YOU DON'T KNOW WHY THEY ARE SELLING THEIR PROPERTY! YOU CAN'T CONVINCE THEM WITHOUT KNOWING THEIR MOTIVATION!

