

THE LISTING PRESENTATION OBJECTION HANDLERS



“Will you lower your fees?”

“If I list my home with you and buy my next home with you, will you cut your commission?”

You know, I can appreciate that you want me to reduce my fee, and I want to be up front with you and say NO, I will not cut my commission, and for one very simple reason:

As a professional, my time has a certain value and I only work with people, like yourself, that realize the value of my service... and before you say anything, think about this...

If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?

I want to demonstrate to you up front how tough I'm going to be for you. Therefore, cutting my commission is simply not an option. Does that make sense?

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“I have to keep my promise to a friend or previous agent I talked to/bought the home from.”

That’s great, I can appreciate your loyalty and that is a quality that I respect in people...

So, I’m curious, let me ask you this...

Has there ever been a time when you decided to buy something or do something and because a friend said, hey no problem, when you need help, I can do it and in the end, because you didn’t check around, you really didn’t get what you wanted? ...Have you ever been there before?

Well, this time is just like that time, and with that in mind, I’m sure you can see the importance of having me over just to give you a second opinion ...that wouldn’t hurt anything, would it?

**“Why is your price so much lower than the other agents that we have talked to... they have comps that are higher than yours?”
(Yes, why is that?)**

It is kind of confusing, isn’t it? I mean, you interview four agents and you get four different prices... right?

You are probably thinking, why did this person come in with such a low price?

Doesn’t he want my listing? Well, my answer is yes, and no.

You see, there is a very big difference in the way that I operate and the way most agents operate. Most agents manipulate the computer to show figures that they think you want to hear and you probably want to know why.

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Well, most agents, don't do a lot of business. Getting your listing makes them feel like they are accomplishing something...

Whereas I on the other hand do over _____ sales per year by telling nice people like you the truth.

[Alternative]

There is a very simple reason; do you want to hear it?

Most agents do not have many listings. Therefore, convincing you to list your home with them becomes very important.

That's why they'll tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them at all because no buyers will look at a house that is overpriced... does that make sense?

My comps show the price I have indicated. I will take the listing if you will agree and sign an acknowledgement form tonight that you will reduce your home to my price in 30 days. I would rather you turn down 10 offers than never get one.

They emphasize listed prices. All I am concerned about is what is sold and closed. You wouldn't want to base your price on erroneous info, would you?

There are two ways to price your home... You can list it where it sits, or you can list it where it sells. Which is better for you?

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“Will you cut your commissions? Other agents will.”

You know, you're right, there are a lot of desperate agents out there and I'm a little concerned... can I tell you why?

Do you own anything more valuable than this home? (No.)

Could you say that it is your most valuable possession? (Yes.)

If an agent is so desperate that they are willing to broadcast the fact that they don't think they have value as a Realtor, then I'm confused.

Is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself.

Is that the type of person you want to represent you in the most valuable transaction of your life?

Good. If that were the case, then I should not even come over, considering I work 14 hours per day and my assistant works 8 hours a day to get your home sold and that's very valuable... don't you think?

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“Will you cut your commissions? Other agents will.” *(continued)*

Note: the more conviction you have, the less you will get this objection.

In fact, your prospect will now begin looking for ways to exploit your weakness.

I would interpret this objection as your prospect telling you... I don't think you have any value... so you better prove it to me.

[Alternative]

They may feel they are worthless. If they will reduce their price at the listing table, what will they do at the negotiating table? I will be tough and professional on both my fee and the price, particularly at the negotiating table.

[Alternative]

Commissions aren't negotiable with agents that sell homes daily. They are only negotiable with the realtors who don't believe in the service that they offer. Now you told me you had to be gone in 90 days, right? You need a strong service agent that sells homes right?