

PROFESSIONAL AGENT SELLING TIPS

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Six sure-fire objection stoppers—don't let these common objections stand between you and a sale.

1 The price is too high.

Stopper: If you think the price is too high, what would you consider a fair price?

2 The offer is too low.

Stopper: I don't really decide what your home is worth; the market makes that decision. In my opinion this offer reflects the fair, current market price.

3 Your commission is too high.

Stopper: I'm an experienced salesperson who averages more than \$X million in sales a year. I'm an experienced negotiator, who usually sells homes at X percent of full list price. I'm an aggressive marketer, who averages a sale in X days. I think you're getting a bargain.

4 Another company will list my home for less.

Stopper: Real estate companies offer a range of commissions. My company isn't a discount company. Instead we've chosen to provide a full-service plan that sells your house for the highest amount of money with the least inconvenience.

5 I'll only sell for x amount.

Stopper: I'm certainly willing to do my best to sell your home at this price. But I want you to agree that you'll be willing to reconsider the price if the home doesn't sell in 30 days.

6 I'm going to sell on my own.

Stopper: Would you try to set your own broken arm, or would you hire a professional? I have expertise that you don't. For example, I have access to the MLS to market your property