ROLE PLAY CLIFF NOTES

AUGUST 16 2018

EXPIRED SCRIPT:

Objection:   
We thought things were slowing down, and fed up with the process.  
**Nine homes went under contract (stats are important), let’s make you one of them.**

Objection:  
Doesn’t want the hassle of showing anymore.  
**“The Calvary has arrived!” In the last 6 weeks I’ve sold 12 homes in our neighborhood, it would’ve been nice if yours was one of them.**

Objection:   
Why didn’t you bring a buyer to our home?   
**Agent: I didn’t get an email about your home? Did your agent say they were going to do that as a part of marketing. Are you familiar with the difference of active or passive marketing? When’s a good time for me to come by and show you. Go for the close!**

Objection:Seller still hesitating on confirming the appointment.  
**Agent: Do you have your calendar in front of you? The real question is do you want to meet next week or do you want to be SOLD by next week? Do you want to stay in Chicago in the cold winters or be in sunny Florida?**

Objection:  
Seller stated phone has been ringing all day with agents trying to schedule the appointment.  
**Agent: Did the other agents tell you they would send you over some information? And they just stopped there, right? I’m going to demonstrate to you right up front how strong and aggressive I’m going to be in selling your home. So, let me ask you again, tomorrow at 6PM work for you? See you then!**

Objection:We plan on staying with our same agent  
**Why do you think it hasn’t sold, looks like a great home. It looks like it should be sold by now. In your neighborhood there have been sales that I’ve been personally involved in and I specialize in getting homes sold that other agents can’t. I’ll be in your neighborhood at 1pm today, I can drop by and let you know my thoughts on why it hasn’t sold.**

Objection:  
(At the table) Seller not wanting to sign the agreement, still wants to think things over…family friend is an agent.  
**Do you always work with friends and family or do what’s best for YOUR FAMILY?**

Objection:Wants to list for a higher price than agent recommended: **AGENT: I don’t like the price either, I want it to be more… The more we get, the more money I make You can price it there but it comes with RISK!   
SELLER: Everyone wants to negotiate, if we start at that price we are not going to end up there.  
AGENT: Wouldn’t you rather have 2 or 3 offers on your house to drive the price up?  
I’ll call the agent who’s a friend of a family, let them know you will list with me**

**Note: You don’t need to sell them over the phone, you just need to set the appointment.**