ROLE PLAY CLIFF NOTES

Oct 18 2018

***Already Picked an Agent…***

**Objection: We’ve already chosen an agent.  
Would it be worth just 15 minutes to get one more opinion from the agent that sells more houses in this area than anyone else. Wouldn’t that make sense.   
 Objection: Our agent we chose told us that she sells most homes and is #1 in this area.  
Has she showed you her report card, the actual data? Because a lot of times agents say they’re #1 in and they mean in their office of 12 agents. I look at your house and the homes on the MLS, and the homes I’ve sold in the area and I’m perplexed as to why it didn’t sell. Before you make the same mistake again just get one more opinion.  
OR   
I’m going to be in your neighborhood today and I’m happy to stop by and put an extra set of eyes on the property and really understand what’s going to get you top dollar in this market. I actually specialize in getting homes sold that other agents can’t. Let’s do this, let’s meet, I’m going to be in your neighborhood today anyways. This is a big decision for you and your family isn’t it? So 15 minutes in the long term will not make that big of difference. I just don’t want you to miss anything again.  
OR  
If there’s a substantial financial advantage to meet with me today would you agree to spend 20 minutes? So I can share with you how I can put thousands of additional dollars in your pocket.  
Objection: I know you want to list it my home, but do you have BUYERS for my home?  
Well I won’t know unless I see it. Because what I can see from the MLS, looks like there were some errors made and I need to look at your house to see if it’s really right for them. And it wouldn’t hurt for you to see what I can do to market homes. We can do both at the same time. I’ll let you know if this is in an area of my expertise, fair enough?**

**NOTE: Make the suggestion if they absolutely will not meet with you, tell them to sign a 60-90 day listing agreement with their agent. And follow up with them again when the home is not sold.**

***Waiting to SPRING!***

**Objection: We want to wait until spring…  
I hear that all the time. There’s absolutely no doubt that during the last quarter of the year our inventory of active homes for sales is at its lowest. What a lot of realtors don’t realize that there’s a lot of military VAs and corporate year starting Jan 1 there’s quite a bit of relocating being done as well. Let me ask you..when you have serious buyers and low inventory, who has the negotiating leverage, the buyer or seller? If you wait until spring, where there’s more inventory and a lot of buyers but buyers have multiple choices, who do you think has the leverage? Do you want to be on the market when YOU have the leverage or wait until spring when the buyer has the leverage?**