

# ROLE PLAY CLIFF NOTES

Oct 8 2018

## **HIGH INVENTORY, CHANGING MARKET**

**Objection: We're taking our house off the market, and wait until spring...no one is buying right now.**  
Where would you have moved next, if you have sold your home... And how soon did you want to make that move?

**Late fall...**

So you would sell now, if you had the ability to attract a buyer in the next week-10 days, you would sell, correct?

**Objection: But there's not any buyers out there and nothing is moving or selling.**

There are a ton of buyers out there and there are a lot of homes that are selling. Homes are moving every day. Your home is just not moving and that's why we need to get together so I can walk you through step-by-step to show you how we are able to sell a home every day this year. Do you have some time this afternoon?

**Objection: Did you show my home when it was on the market?**

I don't believe I showed your home, because I never even saw it...

**Objection: It was on the MLS and held an open house every weekend.**

Is that all your agent did to sell the home, is put it on the MLS...Open Houses are kind of 'old style' agents host those because they do not have any other marketing ideas.

I can carve out some time for you today around 3:00 and we can sit down about 20 minutes and we will walk step by step on what I've done this year to sell almost 400 homes just like yours. Is 3 or 4 better?

## **EXPIRED**

**Objection: We've had it on the market during the hottest time of the year and didn't sell.**

I'm reading here where you had a contract that fell through two times due to a home sale.

Contingency. Why would you take a conting during the hottest time of the year? If I were your agent I would advise not to do that or done a guaranteed buy out for you... I can show you the different things I can do to keep you out of trouble this time and see if I can sell it...

**Objection: I'm not going to sign anything today...**

If I can show you today that without a doubt that I can get this property sold, I can get what you want from the property in your timeframe, why wouldn't you sign a contract with me ?

**Objection: How much do you charge commission?**

So commission is big for you? Let's talk about that FIRST thing when I get there. I'll need to look at the house to see how we stack up...

**KEEPING SAME AGENT**

**Objection: We are going to keep the same agent for the next month, then we will rent it out.**

Why would you do that? Seems to me that some things went wrong with your previous agent. Did your agent tell you she could sell your house when she listed it?

**Objection: Nothing is selling right now.**

I sold four this week. I would hate for you to take it off the market, be stuck with renters and the market goes doesn't 20%. If I could sell it in a reasonable time at the current price, would you sell the property? If you can sell this thing now and get it out of your life, what ultimately is that going to help you to do in the future?

**Objection: It's just a pain and such a hassle.**

Sounds to me you're just tired of the rental process all together. What I hear you saying is that you don't want to rent it and you want to sell it? And you probably would agree with me that the plan you've had the last 4 months to sell it has failed with your last agent. And really what I'm hearing is you're looking for an agent like myself who can actually market the property and get you the highest possibility of getting it sold in the next couple of weeks.

That's exactly why people like you hire me, I have some time today this afternoon, let's sit down and talk about it I'll walk you thru it if it's a fit for both of us we can move forward, if not you can go back to renting it out.