

Objections



BUYER OBJECTION RESPONSES:

“I don’t really know for sure what I’m looking for yet”

That is even better because you and I have a blank canvas and we can put together a customized home buying plan that will map out finding you the perfect home based on your family’s needs and lifestyle. We will look at ALL the OPTIONS available then see only the BEST ONES FOR YOU!!!

or

What we’ll do when we get together is go over everything that you may or may not feel is important in the home you are looking for and determine any areas or types of homes you may want to eliminate. You will likely find that there are things you never considered before that may be important to you! Remember it’s absolutely free and you’re never obligated to buy. Would you prefer days or evenings?

“I’ll give you my criteria over the phone”

Well.. Rather than email you HUNDREDS of homes that may or MAY NOT match what you’re looking for... Or WorseYou Miss out on the RIGHT ONE...What we find is that by sitting down for 10 or 15 minutes we can save TIME, FRUSTRATION and best of all MONEY throughout the process and remember its FREE and NO OBLIGATION What would be good for you days or evenings?

or

It’s very important that we do an accurate job of determining exactly what you’re looking for. What we find is that by sitting down for 10 or 15 minutes we can save you hours of time throughout the process and remember it’s absolutely free and there’s never an obligation to buy. We’re flexible what would be good for you days or evenings?

“I go on-line to get my information on homes for sale”

Most on-line web sites are an IDX Exchange and could be 7-10 days and sometimes weeks delayed! The best deals never stay on that long. SO DO YOU WANT FIRST CHOICE? Do you also want the BEST DEAL? I assume you want to SAVE the most MONEY- RIGHT? What would be better days or evenings?

or

Most on-line web sites offer properties that have been available on the market for several days and sometimes even weeks! What I propose is to send you by e-mail all the best

properties as soon as they come on the market so you can beat out other buyers to the best new listings. Are you sure you won't re-consider

“I'll get back to you”

Why don't we set up a tentative time that you can change if it doesn't fit in with your schedule. Would you prefer days or evenings?

“Have another agent helping me”

That's Fantastic! Have you signed anything with that AGENT? GREAT-SO If there was FINANCIAL BENEFIT to using our team would you still be COMMITTED to work with this other agent or would you want the BEST DEAL? Great so when can we meet?

or

Are you 100% committed to that agent? Are you open to finding out the difference between what agents do for you and what they charge?

“I have agents sending me properties”

In addition to sending you my own listings and those from my company, my daily e-mail list will also include properties from ALL real estate companies as well as any distress sales, bank owned or company owned properties and it's absolutely free of charge. Are you sure you won't reconsider

“I need to speak with my spouse or check my schedule”

(why don't we set up a tentative time that you can change if it doesn't fit in with your spouse's schedule. That way if something comes up, when we call to confirm we could reschedule.. Would you prefer days or evenings?)

or

Why don't we set up a tentative time that you can change if it doesn't fit in with your spouse's schedule. Would you prefer days or evenings?

“I don't want to sign anything.”

GREAT! Here's the TRUTH. I don't want you to SIGN anything unless you can see the VALUE it provides for you. Is that FAIR? _____

or

You don't have to sign anything and its absolutely free doing even bring your check book. What would be better days or evenings?

“I already know the value of my home”

GREAT! Can I ask what's most important to you, the ONLINE VALUE or the AMOUNT YOU CAN walk away with in YOUR POCKET? Can I have your permission to show you how we put 8-10% more in YOUR POCKET when you are ready to SELL. May we have permission to PUT MORE MONEY IN YOUR POCKET????

“My credit is not very good”

I understand. Let's talk with our PARTNER and see if there are any programs you may be



eligible for or better yet get an idea on what we need to do to get you to a place where you can purchase

“I am shopping rates”

Good you're a SAVVY Home Buyer. Lets make sure we are looking at the entire picture (RATES, TERMS, SERVICE) and doing what is BEST for you

Lender Referral Objections

- **“I am already working with a lender”**

That is GREAT and just so we can confirm you are getting the best rate and service we will have our lending partner reach out to you. There is no obligation to use them, They just have a proven track record that we respect

- **“I am already pre-qualified”**

<See above>

- **“I want to find a house first”**

Let's turn you into a CASH BUYER so we can SAVE YOU MORE MONEY

