



# PREP Worksheet

PRACTICAL REAL ESTATE PRACTICES

## Turning **Objections** to **Questions**

### You Cannot **"Overcome"** an objection

1. Yes, it's a common sale technique,... but no, means no
2. Listen to what they are saying,... there is a question in there
3. **Discover the question and answer *that* question**

### Examples:

"I'm going to keep renting, I'm concerned about my job"

**What's the question:** "If I own, and I lose my job what happens"

"I'm going to wait until Spring"

**What's the question:** "Will the market be better for me in Spring? "

### Answer Their Question *with* more questions

1. **Acknowledge** their concern
  - a. You're concerned about what would happen if you owned your home and lost your job?
2. Come from **curiosity**
  - a. If you didn't pay your rent, how long would your landlord let you stay?
  - b. If you didn't pay your mortgage how long do you think the bank would let you stay?
3. **Answer** "question"
  - a. When you own your home you have more control and time to right your life.