

## **BOLD LISTING PRESENTATION OBJECTIONS**

### **I'D LIKE TO LIST WITH YOU, BUT I HAVE OTHER AGENTS TO INTERVIEW**

Excellent!

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME ... today?

At this point in the presentation, when a seller says they would ... LIST WITH ME ... and still go through with additional appointments it's because they feel obligated to have the agent over. Is that the case here?

Let me save you time as well as starting the process tomorrow to find you a buyer. After all, while you are waiting to be polite, there may be a buyer out there that has to buy tomorrow. We want them to know about your house. Right?

Let me do this. I don't mind, I've done it for many of my sellers. I'll call the other agents and this is what I'll say. "They liked you and were looking forward to meeting with you, but I convinced them to ... LIST WITH ME ... and if you have a buyer, we would love for you to bring them by, and of course if they ... BUY THE HOUSE ... then I'll naturally pay you part of my commission." This way, *Mr. and Mrs. Seller*, I can save them the time of preparing, time away from their family, etc. I'll make the call from here if you prefer.

## **WE WERE THINKING ABOUT LISTING WITH XYZ COMPANY SINCE WE'VE NEVER HEARD OF YOUR COMPANY**

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME ... today?

I can appreciate that. In fact, thank you for bringing that up. As we think about who really sells a house, it is the agent, not the company, right? In fact, many people ... CHOOSE KELLER WILLIAMS ... because all the agents are partners, so every agent in our company wants to help me ... GET YOUR HOUSE SOLD ... because every agent can make money through our Profit Share benefits. At other companies, like the one I worked at before I became a partner at Keller Williams Realty, the agents competed against each other for salesperson of the month. That way they could win the plaque for the month. There is no financial benefit if one agent sells a house; in fact, some agents hope you don't sell a house so they can win the plaque. Wouldn't you rather have an agent that had the support of the entire company and all the agents helping to ... SELL YOUR HOUSE ... instead of a company where the agent was on their own to sell it?

## **THE OTHER AGENT STATED THEY WOULD SELL IT FOR LESS COMMISSION**

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME ... today?

Great. So what I hear you saying is you want to ... NET THE MOST MONEY ... possible right? Every seller that decides to ... CHOOSE ME ... wants the same thing. See, many people think that they will get the same price regardless of who is conducting the negotiations, which we already know isn't true--otherwise top companies wouldn't pay hundreds of thousands of dollars to hire the best negotiators. The other agent has already shown you their negotiation skills by giving up their own money. What will happen when you ask them to take care of your money? Won't they give it away faster than they gave their own money away? I think you prefer a bulldog ... LIKE ME ...that will watch your money and negotiate on your behalf. Right?

So ... DO THE RIGHT THING ... and ... SIGN THE CONTRACT ... so we can get you what you want.

or

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME ... today?

I understand your hope to save money, and it sounds like you are interested in putting the most money in your pocket--is that right? See, *Mr. and Mrs. Seller*, the Multiple Listing Service shows the average agent in (your city) today is negotiating (example 95 percent) \_\_\_\_\_ percent of the list price. The same Multiple Listing Service shows me at (99.2 percent) \_\_\_\_\_ percent, so you can see that I get the sellers more money than the average agent. So if you are interested in placing more money in your pocket, then ... HIRE ME ... to negotiate for you. (Use Market Center stats if you don't have them.)

Since you intend to get the most money, let's ... SIGN THE CONTRACT ... and get you moving to \_\_\_\_\_ (where they want to move) by \_\_\_\_\_ (when they want to move).

or

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME ... today?

*Mr. and Mrs. Seller*, has there ever been a time in your life when you paid less for something and found out that you got what you paid for? This time is like that time--may I explain? See, many agents take a lesser commission because they haven't been taught negotiating skills. You are placing one of your most expensive possessions into the hands of someone that has proven to you that the best sales tactics and negotiations they know how to do is to lower the price. And if they lower the price to ... SELL YOUR HOUSE ... then you won't be saving any money, in fact you could lose money. Right? I know if you are like my other sellers, you will choose a bulldog ... LIKE ME ... that will watch your money as much as I watch mine.

All you need to do is simply ... SIGN THE CONTRACT ... so we can get you \_\_\_\_\_ (their motivation).

## WE WANT TO THINK IT OVER

(*Isolate*) - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME... today?

Great. It is important that you make the right decision. What specifically do you need to think about?

or

(*Isolate*) - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME... today?

I think that's a great idea. Generally when people tell me that, it is because they have another agent they have an appointment with. Is that the case here?

(If yes, go to the "I'd like to list with you, but I have other agents to interview" script on page 15, last two paragraphs.)

or

(*Isolate*) - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME... today?

I can appreciate that. This is a pretty important decision you're about to make to ... SELL YOUR HOUSE. This is what other people have had me do and I'm more than happy to do it for you. Let's fill out the paperwork and then you can think it over, and when you ... CHOOSE ME ... you can give me a call. That way if you choose to ... HIRE ME ... then you can call, I'll come by and pick up the paperwork, and I can get your house on the market in minutes.

(Fill out the paperwork and then state the following.)

If you ... FEEL COMFORTABLE ... then you can allow me to take the paperwork and when you call me tomorrow, if you say you've decided not to ...LIST WITH ME ... I will rip up the contract and mail it to you. If you decided to ... LIST WITH ME ... then I can get the sign up and the brochures made immediately. Doesn't that make sense? That way we all save time and you can get your house on the market quickly.

## **ANOTHER AGENT SAID THEY COULD GET ME MORE MONEY**

(*Isolate*) - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME... today?

Wow. Are they going to buy the house? The reason I ask is in today's market the buyer determines the price they want to offer and you determine if you'll accept it. You know, *Mr. and Mrs. Seller* I could put your house on the market at the price the other agent is willing to, and you know what scares me about that? You would have the same problem that you'll have with any agent. Agents in our town know what a house in this area is worth at this time and when they have a buyer, they sit down at the computer and find houses in the price range their buyer is willing to pay. They show the houses that are the best value. Based on what I showed you this evening, does it make sense that they would show your house with a higher price than others? Of course they would show it if they wanted to sell another house that maybe they had listed, and they would use your house to convince the buyers they were getting a better deal on the other house. In essence, you would help the other house look like a great value. So, the question is: Do you want to help sell other houses?

or

I can appreciate that other agents haven't studied the market as I have. See, many agents will take an overpriced listing because they want the buyers that call off the sign. They don't care if your house sells, they just care about making a sale--period. Making their car payment or house payment. Buyers are hard to come by in today's market, so frankly, they would love to place their sign in your yard. I want to get you where you want to be in the time you want to be there, and that is my goal\_\_to find you buyers that will buy your hose, not buyers from your sign that will buy another house. You do want an agent that cares about your house and your goals, don't you?

Yes.

Then ... PUT ME TO WORK ... and let me show you how I will get you the most money possible in today's market.

## IF THEY STILL WANT A HIGHER PRICE:

I can understand what you want. Let me help you out. Since the other agent says they can get a higher price, why don't you ask them to put in their contract that if they ask for a price reduction or bring you a lower offer, then you can cancel the contract and see how quickly they start talking a different language. I mean, after all, if they can get you that price, then they should be willing to put that stipulation in the contract, right?

or

*(Isolate)* - Other than \_\_\_\_\_ is there any other reason you wouldn't ... LIST WITH ME... today?

You know, if you went to a doctor and you had a fatal disease, would you want to know or would you like to have the doctor send you home without knowing anything and have him say, "have a nice day"? You would want to know so you could get better, right? Well, *Mr. and Mrs. Seller*, I'm the doctor. I don't make the market, I only interpret it, and the market is telling us at that price you will have a fatal disease called "not selling your house" I am giving you the remedy before you can even have the disease. I am telling you the truth. In fact, why don't you call some of my clients and see what they have to say about me. You'll always be glad you decide to ... TAKE ACTION TONIGHT ... and ... CHOOSE ME ...to get your house sold.

Do you want to call them now? I have some of the names and numbers.