

BOLD Price Reduction Scripts

Script for Price Reduction

We've been on the market for _____ weeks and we've had _____ showings and _____ offers.

Clearly you are starting to realize that buyers are not willing to pay your price. So we can ... REDUCE THE PRICE ... now by 5 percent, or wait another month and be forced to reduce it by 10 percent.

Which one of those would be better for you in the long run?

Go Back to Motivation

Script 1

So let me check with you on your goals again. You said you wanted to be in _____ by _____, right?

That means we must sell by _____, since it takes almost _____ weeks to get the home closed once it sells.

Mr. / Mrs. Seller, I don't make the market, I only interpret it. And the market this week states that _____ is the price that will ... SELL YOUR HOUSE ... and get you to _____ in time.

So the question is: Do you want to stay here and wait for the market to continue to decline, or do you want to ... REDUCE THE PRICE NOW ... and ... GET YOUR HOUSE SOLD ... and your family moved to _____ in the time frame you are asking for?

Script 2

Mr. / Mrs. Seller, has there ever been a time in your life when you had to give up one thing to get another?

Well, this time if like that time - may I explain?

You may give up money here and yet you will move forward with achieving your goal of getting your family to _____ (or whatever their motivation is).

Let's do the right thing and get you and your family what you want in the time you want. All we have to do to achieve your goal is to reduce the price, so we can position your house in a new category and get it sold.

If they ask you to market more

Script 1 (for aggressive high D behavioral styles)

I'm confused, wouldn't we just be telling more people it is overpriced?

Script 2 (softer script for I or S behavioral styles)

Let me ask you a quick question, *Mr. / Mrs. Seller*. If you needed milk and one grocery store, say Jewel, had milk at \$2.98 a gallon and a store very close to that grocery store had milk at \$9.98 a gallon, where would you buy your milk?

What if the store had dancing bears on the corner, holding signs saying: "Milk \$9.98 a gallon" - now where would you buy your milk?

What if the store had helicopters with paratroopers jumping out and spotlights on the paratroopers who were holding signs saying: "Milk \$9.98 per gallon". Would you still buy your milk at Jewel?

Of course, because the Jewel had the best value. See, it doesn't matter how many people I tell about your house. It sells when the buyers see value.

Let's make certain we get you what you want and position your home where it will sell. So the question is: Do you want to ... REDUCE THE PRICE ... or reposition your home in a new category where it will sell?

Close for the Price Reduction

Frankly, *Mr. / Mrs. Seller*, I am here to help you and if at anytime I make you feel uncomfortable, then you know I am telling you the truth. You did want an agent that would tell you the truth, didn't you?

For Seller's Market

Our market is hot. Things are selling, yet if we are overpriced we still stay on the market week after week, month after month.

For Buyer's Market

Our market isn't the best one I've had an opportunity to sell in, and I tend to make people uncomfortable when I ask for a price reduction. It isn't about their home and whether it is a great home or not; it is about the market. And even though I don't make the market, I do know how to interpret it. The marketplace is telling us that, in order to ... GET YOUR HOUSE SOLD ... and get you to _____ then we must ... REDUCE THE PRICE TODAY. Did you want to do the normal price reduction or the drastic one? The normal is \$10,000 and the drastic is \$20,000.