

Objection Handling

Turning Concerns into Opportunities

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Slide 2: Understanding Objections

- Objections are a normal part of the sales process
- Most objections stem from uncertainty or fear
- An objection often means the client is still interested
- Successful agents welcome questions and concerns
- Confidence comes from preparation and practice

Pro Tip: Don't view objections as rejection. View them as requests for more information.

Slide 3: The Four-Step Objection Handling Process

- Listen without interrupting
- Acknowledge and validate the concern
- Ask questions to understand the real issue
- Provide a solution or explanation
- Confirm the objection has been addressed

Pro Tip: Slow down and listen carefully. The first objection is often not the real objection.

Slide 4: Handling Price Objections

- Sellers may want a higher listing price
- Buyers may feel homes are overpriced
- Use market data and comparable sales
- Focus on facts instead of opinions
- Explain the consequences of unrealistic pricing

Pro Tip: Let the market data do the talking whenever possible rather than arguing your position.

Slide 5: Handling Commission Objections

- Explain the value you provide
- Discuss marketing and negotiation expertise
- Highlight your support throughout the transaction
- Share examples of successful outcomes

- Focus on net proceeds rather than commission percentage

Pro Tip: When clients understand your value, commission becomes less important.

Slide 6: Handling “We Want to Think About It”

- Stay calm and professional
- Ask what specifically they need to consider
- Identify any remaining concerns
- Provide additional information if needed
- Schedule a specific follow-up time

Pro Tip: “What specifically would you like to think about?” often uncovers the true objection.

Slide 7: Handling Competition Objections

- Sellers may interview multiple agents
- Buyers may be considering other Realtors
- Focus on your strengths and service
- Avoid criticizing competitors
- Clearly explain your unique value proposition

Pro Tip: Clients often choose the agent who builds the most trust, not necessarily the one with the lowest commission.

Slide 8: Building Confidence in Objection Handling

- Practice common objections regularly
- Role-play with other agents
- Prepare scripts and responses
- Learn from past client interactions
- Focus on helping, not selling

Pro Tip: Confidence comes from repetition. The more objections you handle, the easier they become.

Closing Thought

“Great Realtors don’t avoid objections—they embrace them. Every objection is an opportunity to educate, build trust, and move the client one step closer to making a decision.” – Tony Geraci