

Objection Handling Script Sheet

Strategies to overcome common client objections.

Common Objections and Responses:

1. "I want to wait and see the market first."

- Response: "Totally understandable. May I share some recent data? Often, waiting might mean missing the sweet spot for selling/buying. I can help you stay updated so you make a move only when it benefits you most."

2. "Another agent said they can get me a higher price."

- Response: "It's great to hear you have options. May I show you what recent actual transactions have been? It's important to price realistically to attract serious buyers and not sit on the market too long."

3. "Your commission is too high."

- Response: "I respect your concern. May I show you the full marketing plan I provide and how it brings better results? In most cases, better marketing means faster sales and better prices, which more than offsets the difference."

4. "I'm not in a rush to sell."

- Response: "That's perfectly fine. My role is not to pressure but to help you position your property so when the right offer comes, you're fully ready to act. Shall we start with a free market analysis first?"

5. "I want to try selling on my own first."

- Response: "Many owners start that way. May I share some insights on hidden pitfalls FSBO (For Sale By Owner) sellers often face? Even if you proceed yourself, I'm happy to give you tips to succeed."

6. "The market is too uncertain now."

- Response: "Absolutely, the market does have cycles. The key is making data-driven decisions, not fear-based ones. I can show you current opportunities that still make sense even in uncertain times."

Pro Tips for Handling Objections:

- Stay calm and respectful
- Always empathize before offering solutions
- Ask clarifying questions if needed
- Position yourself as an advisor, not a salesperson

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