

# REAL ESTATE MEGA MOMS BALANCING MARKET

## *Seller Scripts Part 1*

**Objection: What do you mean my house isn't worth what it was six months ago?**

**Response:** The Real Estate Market is just like any other market (think stocks, bonds, commodities) the value isn't a constant up or down, it Varies from month to month and sometimes day to day. I'm here to ensure you are getting the most money possible out of your home in TODAY's market. Because we can't go back in time and I can't predict the future. All I can tell you is what today's data is telling me and I can position you and your home to win using my proven marketing strategies. (Then bring up their goal and their motivation. If they have to sell now assure them you will help them get top dollar ... and more than likely more with you than listing with another agent for FSBO)

**Objection: I don't want to do any work to my home. I'm selling it as is.**

**Response:** I can understand why you feel that way Mr/Mrs Seller. Many of my clients have said the same thing. But what we often found was making a few small changes (some that didn't cost anything) helped them net more money. I know you want to get as much as you can out of this property right? Let me help you decide what is worth fixing up and what we can leave for the buyers to take care of later.

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## *Seller Scripts Part 2*

**Objection:** Now that prices have dropped I can't afford to pay a commission.

**Response:** No matter the market conditions, statistically speaking when you list with an agent you NET 10% more than when you try to sell on your own. The reason for this is because of marketing and exposure. I am able to expose your home to the most people which will drive up the interest/demand which in turn drives up the price. When you opt to do it FSBO you only expose your home to a fraction of the potential buyers out there. Making you net less and work more.

**Objection:** I refinanced my home last year and got a great rate. I want a bigger home/ I need to relocate, but I don't want to sell. I think I'll add on/rent.

**Response:** This is a great idea! Especially if you are interested in being an investor. Let me give you some tips on what that looks like. (share some stories about landlords and renting experiences... a lot of times the seller will realize it's a lot more work than they expected and they may prefer to just pull their equity out).