

<u>Common Objections</u>	<u>Great Objection Handlers</u>
<u>Testing Motivation</u>	
We're not ready.	Mr. Seller, if I had a qualified buyer to purchase your home would you reconsider selling?
We've decided not to sale.	Mr. Seller, if I have a buyer interested in your neighborhood, would you be offended if I called you?
	Mr. Seller, I completely understand, however let me ask you this. Are you 100% convinced you no longer wish to sell? I mean, if I had a buyer willing to purchase your home at the price you wanted, would you reconsider selling?
We are undecided/ We're on the fence.	If I had a qualified buyer interestd in purchasing your property at the price you wanted would you reconsider selling?
I need to speak to my spouse first.	Is your spouse as motivated as you are to sell your home?
	We wouldn't want to meet without your spouse present. Why don't we pencil in a time that generally works best for you both.
	I will call you the day before to confirm that day and time still works for you but at least this way we'll have a time reserved for you, sound good?

<u>When it's about the Market</u>	
We're going to wait until the market turns around.	Fantastic, I'm glad I contacted you today! Mr. Seller, did you know there were _____ homes that sold last month? And The Loken Group has sold _____ + homes this year and counting!!! Wouldn't it be great if one of those was your home??? Great, when we meet, we'll share with you exactly what we do to sell homes on avg in _____ days for top dollar. That is what you want right? Of course, that's why it's so important we meet. What time works best for you.....?
We are not in a hurry to sell, just testing the market.	I understand, what about selling your home is important to you? That's exactly why we need to meet so we can show you how we can get you top dollar for your home! What works better for you mornings or afternoons?
<u>Other common objections</u>	
I've got your number, I'll call you back.	Mr. Seller, you could certainly do that or we can schedule a time convenient for you to meet to discuss how we can get your home SOLD! That is what you want isn't it? That's why it's so important we meet. How about today at _____. Will that work for you?
Call me back in 1 month.	Mr. Seller, I'm happy to call back in one month and yet in one month your home could be SOLD!!! That's why it's so important we meet. How about today at _____. Will that work for you?
I think I'm just going to sell it myself.	You could certainly do that however Mr. Seller, however what is more important to you, selling your home yourself or netting the most money possible in the sell of your home?
	That is certainly an option and Mr. Seller, if there was a financial benefit for you to list with The Loken Group, rather than sell it on your own, would you do it? Of course, let's agree to meet and then you can decide what's best for you. What day works better for you, today at _____ or tomorrow at _____?
	Mr. Seller, you sound like a very smart person and I wouldn't expect you to do anything that didn't make sense to you. Obviously you want to do whatever makes the most sense financially right? Perfect, that's exactly why we need to meet.
	Did you know the National Association of Realtors tracks FSBO's sales and on average they have found an owner receives 16% less than what they would have otherwise represented. So even paying a 6% commission you still risk losing 10%? You do want to get the highest return don't you?
My last KW agent was not very good.	I'm so sorry to hear that. I can certainly understand why you are frustrated and while Keller Williams Agents are provided the very best in training and support not all agents deliver the same exceptional service. That's why it's important we meet so we can share with you how we get homes sold on average in _____ days.
I'd prefer an agent in my area.	You could certainly do that, however would you prefer listing with a traditional agent or an aggressive agent who is going to sell your home not just list it?

I have a friend who's a Realtor, I'm just going to list with them.	That's an option....I bet you feel obligated to list with them don't you? Well the truth is, you don't owe me anything, and you don't owe your friend anything either, but you do owe it to yourself to hire the right aggressive agent that will sell your home right?
Do you have a buyer for my home?	We work with many buyers in your area and so we understand the benefits and features your home has to offer let's agree to meet today to discuss how we can get sell your home