***Pre Listing Questions:***

***Team concept:***

***-Well, I can understand your concern. The reality is the size of our team gives you the Seller a distinct advantage...can I explain why?...Well, we have broken down all areas of the home sales process into different categories. For example we have someone full time who enters all of our listings into the listings services and the various web portals we advertise on, they line up all areas of our marketing. We then have someone who handles the details of the closing attorney and buyer's lender once we go under contract. This allows me, the agent, to focus on your needs and getting your home sold. I don't get bogged down with all the admin work--I can focus entirely on selling your home. Can you see how having my full attention on finding the Buyer could benefit you?"***

***-If you were having surgery, would you want your surgeon to schedule the appt, file the INS claim, answer the phone calls etc all while giving you surgery?...I wouldn't either, that's exactly why we use specialization to best sell your home.***

***-You sell too many homes!.....If you were to have surgery would you want a surgeon who performs many surgeries per year or just a few? Me too, let's go ahead and sign the contract.***

***Commission:***

***-I appreciate why you would ask me/us to do that. However....***

***-If an agent negotiates their commission then they are either weak or desperate for a sale. You can recognize when someone is weak/desperate right? Is that really someone you want to represent you on the sale of you home?***

***-If an agent will negotiate their commission for you quickly during the listing presentation, what will they do during the negotiation on the selling price of your home?”***

***-Stay very* confident, do not ever give the seller control. When they ask keep smiling and simply saying, “No, any other questions?”**

**-If they are someone you don't/can't work with feel free to walk away politely.**

**-Why 6%/6.5%? Because we offer a top level of service, are highly trained and skilled in sales and negotiations and will do everything we can to bring you the highest price with the least headaches we can.**

**-I can only reduce my commission by reducing the services that I offer. Would you like for me to reduce my services to you?.....(Answers no)....Great, I don't want to either, go ahead and sign here.**

**- I can appreciate that … can I tell you why that makes me nervous?**

**If other agents*****do not have the courage … to stand up to you … regarding their own worth … how strong could they possibly be … defending you … and the price we set for your home … \_\_\_\_\_\_\_\_\_ I have that courage … do you feel I can sell your home?***

***Late night/Weekend appts:***

***-Mr/Mrs Seller, this is an important decision, one that deserves all of our best attention. You would take time off work to go see a doctor or attorney correct? I do the same. Let's meet tomorrow at 3...or does 10 work better for you?***

***-Mr/Mrs Seller, The last thing I want to do is to cut into your family time or mine. Let's meet tomorrow at 3...or does 10 am work better for you?***

***-(When absolutely can't get off work.)***

***No problem at all, I completely understand. Why don't you leave an extra key for me and I can swing by tomorrow late am and take a look at your home and take some pictures. I can swing by your office/work and have a discussion, meet during your lunch break or discuss over the phone. What works best for you?***

***Pricing:***

***-Delaying the discussion: The pricing of your home is far too important to guess at. Let's walk through the house first.***

***-What I think your house is worth has no merit whatsoever. The only thing that counts is...what are people willing to pay...for this kind of home...in this area...at this time. Isn't that right?***

***-The other agent said....*** ***I can appreciate that … can I tell you why that makes me nervous? If other agents do not have the courage … to stand up to you … regarding pricing correctly … how strong could they possibly be … defending you … and the price we set for your home … \_\_\_\_\_\_\_\_\_ I have that courage … do you feel I can sell your home?***

***-What do you think we should price the home at?...What information do you have that leads you to believe someone will pay $xx for your home?...Suppose the best offer you receive on the home is $xx...Will you accept it?***

***-Take off you seller hat for a moment and put on your buyer hat. After looking at these comparables of actives and solds in your area...What would you pay for your home?***

***-We want to price to open the market and buyer pool, not narrow the buyer pool.***

***- We are not going to list your home at a***

***list price … we are going to list it at a sales price that is going to cause it***

***to sell, that makes sense, doesn’t it?”***

***- I would rather price your home right and see you turn down 10 offers versus never getting any.***

***-I'd rather turn you down than to let you down. If I take your listing today at $xx you will expect me to get showings and offers. I'd rather turn you down now than to let you down in 60 days.***

***-I appreciate how you feel. It is your home...and you have the right to ask whatever price you would like. But my professional reputation is on the line. Other agents, buyers and sellers put their trust in our team. We want them to know when they see a listing of ours that it is priced reasonably and that they can view/show our listings with no hesitation.***

***- Most people won’t even bother looking at properties that are priced too high … would you rather have a bidding war on your home … or not have an opportunity to negotiate any offers at all?***

***-I'll put your home on the market for that price only if you agree to our pre planned reduction schedule. Sound good? Great!***

***General Objections:***

***-Your too pushy: Two weeks from now..we have a young couple who...need a home...like your home...want your home...and qualify to buy your home...scared to death to make a decision. At that point in time...what kind of salesperson do you want representing you? One that can encourage them to buy...or one that collapses with them?***

***-Listing period: I'm sorry our company policy is to only accept 6 month listing. All we need to do now is sign the contract so I can get you what you want, in the time you want. Sound good?***

***-We want to think it over: That’s great … and since three minds are better then two … let’s think out loud … together … tell me … what are you thinking about?***

***On them choosing another agent:***

***-Would you choose your doctor, atty, or any other professional based on being your friend/cousin/Facebook friend,etc or because they were the best at what they do...You don't owe me anything...You don't owe them anything....You owe the best to yourself!***

***-Why did you choose that agent? (Use tonality to bring doubt to the seller) Can I tell you why my team is the best decision you can make to list your home?***

***-You don't owe me anything...You owe them friendship....You owe the best to yourself!***

***Closing the deal:***

***Do I have the listing?  
Can I have the listing?***

***Are you going to let me go to work for you?***

***Why don't you give me the listing?***

***Why don't we get started?***

***Why don't you let me get started now?***

***Would you like for me to get started today?***