

Script Ideas: “Agent X will list my home for less.”

These are scripts I have done, heard or seen but may not fit my style. Pick what works for your personality and style. Remember, your singular goal is to get an appointment or contract, not to play objection tennis.

Straight up, I have found, “I’m sorry, I can’t” works many times. Many people think they need to negotiate or at least try. And that is the end of it. But that won’t work on everyone.

“Why did you invite me here?” If it was a referral or an ad, it gives you some authority to remind them of that. “So you know about me and trust me right? Do you have that with the discount agent?”

“And yet you are still talking to me.” Smile

“What I’ve found is that those that are willing to go less are often the ones that feel that is the only way to compete. Do you want someone that can’t compete negotiating and representing you?”

“Except for commission, was there anything they offered that was more attractive to you?”

“Do you think their availability will be the same for less commission? If they need more transaction to get the same commission, it seems like they might be spread a bit thin.”

Ask the name of the agent - “I’ve never heard of them. Was the discount the only way you heard of them?”

“How many homes did they sell last year?”

“Here’s reviews from my clients including some that are just recently sold. Did that agent have that for you?”

“Quite often the saying is true, you get what you pay for.”

“Interesting. I did that when I started in the business when I was still learning.”

“Real estate is an interesting business. There are a lot of agents who don’t know what they are doing and should be charging less.”

“I completely understand. Sometimes I go for the cheaper option and sometimes it works out. Is this one of those times to take a chance?”

“Is that what you will be basing your choice on.”

“Which one of us do you think will do a better job?”

“Real estate commissions sound like a lot. I get it. I share X with the buyer’s agent. With what’s left I get X to by broker, X to taxes and I’m left with X to market your home and feed my family.”

“I have three plans X is my Platinum Plan where I do this. My Gold Plan is where I do this. And my Silver Plan is where I do this. Each plan has a different service and availability. Which one would you like?”

“I can do that.” - Like I’ve said, you have to judge the situation. This client may be worth so much more long term. Or they may be super easy to work with. Maybe you set up some ground rules to make working together easier. Maybe they are up for trying a new marketing idea you have. Maybe this is getting you into a new price point, a new neighborhood or a new circle of influence. There are many things to consider.