

# Script Ideas: “Can you lower your commission?”

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.

Your commission structure is yours. Don't let other agents influence you based on what they claim they do. I know some people that do 7% and others that do \$450. Decide for yourself but read the situation. One deal now can turn into many more! This is a relational business but sometimes one jerk can refer you other jerks. Every situation is different.

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.

If you have a good presentation and show value, the hope is no one asks you this question. Defeat it before it comes up.

“If I couldn't negotiate my own commission, would you want me negotiating on your behalf?”

“Why do you ask?” - Puts pressure on them to negotiate. If they can't, see above.

“**Which of my services would you like me to exclude?**” I'm not a fan of this one because whatever they suggest will rarely come close to equaling the reduction they ask for and it commoditizes you. You are unique and you do a job and do it well as a whole.

“Do you feel I can sell your home?” Yes - “Then let's sign.” They aren't going to say no if they are thinking of signing.

“I did reduce it already for you. I typically charge more.”

“Just to be clear, I don't get the full commission. I share X% with the Buyer's agent.” You could go further and say, “If I bring the buyer I will drop X off the commission.”

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

“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.”

“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.