

# Script Ideas: “I want to price it with some wiggle room to negotiate.”

**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.**

“I get that a lot and it makes sense until you really think about it. In this market, if we happened to underprice it, it will have multiple offers. If we overprice it, no one will think you will drop your price the first few weeks so they won’t make an offer. If you stay on the market too long, everyone wonders what is wrong with your house and why no one is buying it.”

“It’s been proven a few times that homes priced right in the begin get more for their home.”

The average Days on Market is X. What they don’t account for, especially in this market, is how many had price reductions. According to the Altos report (get this from your title company) X% of listings have had price drops. Surprising isn’t it? You don’t want to get to a price drop.”

You will miss a lot of buyers by doing that and your house will never get as much attention as the first few days it hits the market. The people who skipped on it today won’t remember why they skipped on it in a few weeks, they will just remember there was A REASON. Let’s take advantage of that first rush.”

“I don’t suggest doing that but if you have to, I will need you to sign an addendum stating that if it hasn’t sold by X date, we will drop the price to \$X. Okay?”

**When Agent X says they will take the listing at a higher price:** “There’s an unfortunate thing in our industry called ‘buying the listing’ where the agent takes an overpriced listing. Then they bank that they can wear you down over time to the right price while securing new buyers through sign and website calls because of your listing.”

“I completely understand that train of thought. I agreed to do that earlier in my career but never saw it work, so I don’t do that anymore. You want the best price for your house, this is how to get there?”

“Here are the comparables I brought. If you were a buyer and had these homes available to you, would you write an offer on your home first?”