

Script Ideas Seller: “Other Agent said it was worth more”

These are scripts I have done, heard or seen but may not fit my style. Pick what works for your personality and style.

“Great I’ll list it for the price I recommend and that agent can bring you a buyer for the higher price.”

“There’s a phrase in the industry for that. “Buying a listing.” I’m here to sell your house, not just list it. The market is saying this is the price that buyers are willing to pay for homes like yours.”

“Can I tell you about the time that I was working on a listing and the seller picked the other agent who told them they could sell it for an unsubstantiated price...”

“Did they come up with that price or agree with the price you wanted? That happens when agents are desperate for a listing so they can have a sign in your yard to find people to buy other houses.” (Because yours is overpriced)

“That’s not surprising. A lot of agents do that.

“The good thing is in this market, if I’m wrong, we get multiple offers. If they are wrong they have to drop the price and then it becomes stale.”

“Do you feel they were telling you the truth or just telling you what you wanted to hear for a chance to have a listing?”

“Would you buy this house for that price?”

“Can you show me how they got to that number?”

“So does Zillow but that doesn’t make it true.”

“Ask them if they are willing to cancel the listing if they ask for a price reduction. Also ask them if they are willing to cancel the listing at any point for no cost which is something I do.” (In 20 years, no one has used this to work with another agent except once and it was because they felt that agent had “good energy.” It must have been good energy because it sold for \$100,000 less.)

“Did they SAY it was worth that or did they SHOW you it was worth that?”