

Script Ideas: “Seller is making too much profit”

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, not to play objection tennis.

“When you sell, wouldn’t you want to sell at market value? Based on my comps, they are at market value.”

“So it sounds like you want to make an offer.”

“Equity is a great thing. Looking at the pictures, I think they put a lot of money into the property.”

“Do you think it’s overpriced, or just feel weird they are getting equity out of their house?”

“If they were making no money, would you want to pay less?”

“If only we had bought back then, huh?”

“There will be an appraisal that will double check that the bank isn’t loaning too much money on the home.”

“I can appreciate that and let me ask you a question, what is more important to you, whether the seller takes equity out of the house or if you get the house?”

“They bought it at a good time and you are buying at historically low interest rates.”

“Homes that appreciate are the kind of homes you want right?”

“If they inherited the property, do you think that should change the price?”

