

## Overcoming Objections Script

### 1. “Let me think about it”

**YOU:** *“I can appreciate that, but if I leave and you still have questions, it’s unlikely that you’ll be calling me to ask them correct?”*

**SELLER:** *“Yes”*

**YOU:** *“So my question is what specifics of this deal would you like to think about? Is it price? Details of the contract? Me?”* (Be quiet and let them think)

**SELLER:** *“It’s the price.”*

**YOU:** *“I’m willing to pay you CASH and I’m paying all the closing costs, and with no realtors involved, you’ll be saving thousands. With that info, what price do you have in mind?”* (Be quiet and let them think)

**SELLER:** *“I need \$143k to make this work.”*

**YOU:** *“Ok (say with a smile), If I agreed to your \$143k price, can we get this under contract today?”*  
(Nail down close)

**SELLER:** *“Yes”*

**YOU:** *“Perfect, lets complete the contract.”*

### 2. “I need to sleep on it”

**YOU:** *“I understand that this is a big decision. You mentioned you needed to sell your father’s house to pay off some dept; is that correct?”*

**SELLER:** *“YES”*

**YOU:** *“You would be achieving that by selling the property to me correct?”*

**SELLER:** *“Perhaps”*

**YOU:** *“So my question is what specifics of this deal would you like to sleep on? Is it price? Details of the contract? Me?”*

**SELLER:** *“I just don’t like being rushed and the contract concerns me.”*

**YOU:** *“I can understand that. Would it be ok to go through the contract together and you can address any questions you have?”* (Answer all questions as you go over the contract and sign it when you get to the end) If they still need time, say *“Let’s go ahead and sign the contract now, and when I call you in the morning you can say yes and we’ll move forward or no and I’ll tear up the contract.”*

### 3. “There are several other investors interested in the property”

**YOU:** *“That’s surprising. I don’t get into bidding wars, so I’ll need to withdraw my offer.”* (Stand up and take the contract with you with as you get your things together to leave.)

*“Is there something I said, or did that made you not like me?”*

**SELLER:** *“No”*

**YOU:** *“If you like me, are you confident I’ll close this deal?”*

**SELLER:** *“Yes”*

**YOU:** *“Do you feel the price is fair?”*

**SELLER:** *“Yes”*

**YOU:** *“Are you aware that the bulk of mail you received is from new investors that will tell you anything to get a signed contract? You’re aware of this correct?”*

**SELLER:** *“Yes”*

**YOU:** *“Then I’m having a hard time understanding the situation. I’m literally here in front of you with a price you said is fair and you’re confident I’ll close the deal but you want to waste time with other “investors” and lose a deal with the one standing in front of you? Does that make sense to you?”*

**SELLER:** *“No”*

**YOU:** *“Ok, so what date would you like to close, the 5<sup>th</sup> or 7<sup>th</sup>?”* (Sit back down and start filling out the contract).

### 4. “What separates you from everyone else?”

**YOU:** *“Great question! I’m honest, ethical and I get deals done fast. I’ve been in the game for a while and I have a great team working with me that are trained and get results. So, my question for you is, would you rather get a check or bank wire when we close on this property?”*

**SELLER:** *“Wire”*

**YOU:** *“Perfect, please sign your name here.”*

**5. “I need this price of it’s not worth doing.”**

**YOU:** *“I can understand that, especially in the market we’re in. can I ask you a question? What info are you using to base your price \$50k than your neighbor that has a very similar property?”*

**SELLER:** *“My house is in way better condition.”*

**YOU:** *“If you were a buyer, which you soon will be, would you pay 50k more for a house similar to others around it?”*

**SELLER:** *“No”*

**YOU:** *“I assume you’d like to sell your house, correct?”*

**SELLER:** *“Yes”*

**YOU:** *“So why would I or any buyer pay a premium for this house?”*

**SELLER:** *“I’m not sure.”*

**YOU:** *“I’m willing to pay you CASH and I’m paying all the closing costs, and with no realtors involved, you’ll be saving thousands. With that info, what price do you have in mind?”*

**SELLER:** *“\$125k”*

**YOU:** *“Ok, I agree to the \$125k, can we get this done today?”*

**SELLER:** *“YES”*

**YOU:** *“Great!”*

**6. “Your price is too low; we’re not going to give it away.”**

**YOU:** *“What price do you absolutely have to have?”*

**SELLER:** *“\$175k”*

**YOU:** *“Ouch!!! Based on that there are a couple of real important questions I need to ask you. Specifically, why do you feel your home is worth \$\_\_\_\_\_ more than your neighbor’s?”*

**SELLER:** *“Because my house has a new roof, new ac, new bathroom, new kitchen.”*

**YOU:** *“In today’s marketplace, that means you’ve simply improved your home up to selling standard. Buyers expect to have these items, not pay a premium for them, right? If you were purchasing a home, and two similar homes were for sale; one for \$\_\_\_\_\_, and one for \$\_\_\_\_\_, which would you, buy? Wouldn’t you want to use the extra \$\_\_\_\_\_ to do what you wanted to the home? Don’t you think most buyers would feel just like you? Absolutely they would! That’s why I came up with the price of \$\_\_\_\_\_ which is a fair cash offer with the hassle of showing your property, fixing anything and spending thousands on real estate commission’s or fees. Does that make sense?”*

**SELLER:** *“Yes”*

**YOU:** *“Great, when would you like to close, on the 5th or 7th?”*

## 7. “I’m going to talk it over with my family first.”

**NOTE:** If this question is asked on the phone prior to meeting, it generally won’t be an issue.

**ASK:** *“I’m needing to purchase a property this week, so if we are in agreement on price, terms, and we like each other, are you the person that can make a decision on the property?”*

If they indeed use this objection, you could say:

*“I understand. Out of curiosity, how do you think your (partner/spouse) will take what we’ve discussed today?”*

**SELLER:** *“I think they’ll agree but I still need to discuss it.”*

**YOU:** *“Here’s an idea: You can introduce me, and we can discuss everything together. That way we’re all on the same page. Are they available now?”*

(50% of the time, they’ll just make the decision and sign the docs then and there).

## 8. “I’m uncomfortable with the contract/process.”

**YOU:** *“I’m sorry to hear that. I clearly haven’t done my job going over things, and I’m sorry for that.*

*Could you please let me know the specifics of what you are uncomfortable with?”* (Slowly going through the contract will help build rapport and credibility and should solve this objection).

## 9. “How do I know you’re not trying to scam me?”

**YOU:** *“Can you please tell me what part of our discussion sounded like a scam?”* (Listen for the real problem).

**YOU:** *“If I can prove to you that this isn’t a scam and you are comfortable with the deal; can we move forward today?”*

## 10. “This is happening way too fast. I don’t feel ready.”

This objection will typically come up when rapport or credibility has not been properly established. To overcome this objection, you must get to the root of the issues by asking these questions:

*“I’m so sorry. I must be moving too quickly. What most concerns you? Is it me and my company, the process, the contract or the price?”* (Listen!! If it is anything other than the price, take it slow and start the presentation over again.) If it’s price, then ask, *“Ok, I understand. What price did you have in mind? How did you come up with that number?”* Follow #6

## 11. "I'd like to run this contract by my lawyer first."

**YOU:** *"That's a great idea Mr. Seller, I encourage all the sellers that I speak too, to seek legal advice. Let me ask you this, if your attorney gives you the thumbs up are you ready to move forward with this contract?"*

**If yes:**

*"Great, why don't we do this, let's put a clause in the contract that says:*

*"Contract subject to sellers attorney's approval on or before \_\_\_\_\_ (one week)."*

We can sign the contract now and you can consult your attorney and if he approves then we can move forward, and if not then we can cancel the contract or make the necessary changes.

Does that sound fair? (closing question, start filling out the contract)

**If No:** then it's another objection.

*"OK, what is your concern, is it me, the process, the contract or the price that you're concerned about?"* If its price go to objection # 6

## 12. "My friend is a real estate agent and she said it is worth \$x." or "The tax assessment says it's worth \$x."

Look at the price and see if it's at or close to the average of the three comps you selected. If it's close, then continue with your offer.

If their price is retail and there is a "gap" between where you need to be and their price, you can say:

*"Thank you for this information. I appreciate it. Now, as you know, I'm an investor and do not buy properties at retail price. So, you realize that I am paying cash and I'll be paying all closing costs as well. Remember you don't have to pay any commissions to a Realtor, so you'll save thousands of dollars. With that being said, what price did you have in mind?"* Follow #6.