



## **Objections:**

### **“But we are not in a hurry to sell”**

Mr. & Mrs. Seller, time is not on your side when you are selling a property, in fact the longer a property is on the market, the lower the eventual sale price tends to be. Perhaps we could look at ‘why’ by putting on our ‘buyers hats’ for a moment.

When buyers look at properties, after asking “how much” almost all of them ask, “How long it has been on the market”. Now lets imagine that you are looking at a property that you like and you ask the agent “How long has it been on the market”. If the answer you got was: “One day, in fact we haven’t even started the advertising yet and the first open home will be this Saturday”. In this circumstance, what would you know about how close your offer would have to be to asking if you wanted to secure the property?

[They answer – “Pretty Close”]

That’s right. Whereas, lets imagine that we have the same property that you are interested in buying, you have found out “how much” and when you ask “how long has it been on the market?” and the answer is 4 months. What sort of an offer would you be inclined to make on the property now?

[They answer – no, I would probably only pay ‘abc’ now]

Buyers are not bad people; they are just worried about making a mistake. They start to worry about what is wrong with a property when it hasn’t sold and even when they can’t find anything wrong they think that the market has rejected it and so are inclined to pay less for the property.

This remains true unless the entire marketplace moves, and then whatever you are buying will be more expensive too.

### **"Another agent is charging less commission, why should I pay you what you are asking?"**

Team choices

"That’s a logical question Mr. & Mrs. Seller, but it needs to be put in the context of what actually happens in a real estate office.

The listing salesperson is only one of a team of salespeople that go to work on your home and we need all of them to work their buyers very hard to get them to your property and encourage them to take action. We then want them to negotiate hard on your behalf. As the person responsible for your property within the office I would be very involved in that process,

but I also need the rest of the team. This is pretty much how it works in most real estate offices.

Let's look then at the situation where you are a busy salesperson and you could go to work 2 very similar properties and one of them is worth an amount of dollars to you, say \$3,000 (insert values relevant to your area) and the other is worth \$2,000. Which one would you go to work on first, especially if you were busy?

Mmmm, that 's right, most people when choosing by 2 similar tasks that are worth different amounts will work on the more valuable when they have a choice, and that is not in your interests Mr. and Mrs. Seller."

Rate of pay

"I would also be concerned if I were you, that someone who cannot even defend their own rate of pay, is unlikely to be a strong negotiator when it comes to your money, and that could cost you very dearly."

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