

10 EZ Agent Sales Scripts

By Joy Steidl

The "No Downside" Script

Mr./Mrs. Seller, with the EZ Platform you get full control, you choose the commission structure, and your home sells faster. There's absolutely no downside—so why wouldn't we use it?

The "Faster Sales" Script

Homes on the EZ Platform sell faster because buyers are motivated by transparent competition. You get full market exposure, multiple offers in real time, and the ability to choose your path. Why wait longer on the traditional market when EZ gets it done quicker?

The "You Stay in Control" Script

The best part of EZ is that you stay in control. You set the commission, you decide the terms, and you still have me as your licensed agent handling everything. Why wouldn't you want more control and flexibility?

The "Choose Your Commission" Script

Unlike traditional listings where commissions are locked in, EZ lets you choose. Even 0%. That means you can save thousands without losing full-service marketing, professional representation, and negotiation power. Why wouldn't you want that choice?

The "No Risk, Only Reward" Script

Here's the thing: if your home doesn't sell on EZ, we can immediately pivot to a traditional listing—same photos, same marketing, same agent. You lose nothing, but you could gain a faster sale and more net profit. Why wouldn't you start with EZ?

The "Transparent & Fair" Script

Buyers love EZ because it's fair. They see offers in real time and know exactly what they're competing against. That transparency creates urgency and drives up the price. Why wouldn't you want a platform that creates competition in your favor?

The "More Money in Your Pocket" Script

Every dollar saved on commission or created through competition is more money in your pocket. The EZ Platform is designed to maximize your net proceeds. Why wouldn't you want the highest possible bottom line?

The "Professional Marketing + Innovation" Script

*With EZ, you get all the traditional professional marketing—photos, staging, open houses, online exposure—**plus** a transparent, competitive platform. It's not less service, it's more innovation. Why wouldn't you want both?*

The "Market-Proven" Script

EZ isn't theory—it's already working across multiple markets with success. Sellers are walking away with more money and less hassle. Why wouldn't you want to use something that's already proven to work?

The "Why Not?" Script

*Let's look at this simply—you sell your home faster, you choose your commission, you stay in control, and you risk nothing. EZ is designed to give sellers every advantage and zero downside. **So let me ask: why wouldn't we?***

Seller Objections & Answer Sheet

Objection: Why should I list with the EZ Platform instead of using a traditional agent?

Answer: With EZ, you get full-service representation while choosing your commission—even 0%. Traditional listings often mean high fixed fees regardless of results. EZ gives you flexibility, transparency, and often higher net proceeds because buyers compete in a fair, open environment.

Objection: Doesn't the buyer's premium scare buyers away?

Answer: No. Buyers are used to transaction fees—it's common in auctions, credit card purchases, and even ticket sales. The premium allows you, as the seller, to pay little to no commission and still attract serious buyers. In fact, the competition often drives offers above market value, offsetting the premium entirely.

Objection: Will my home sell for less on this platform?

Answer: Quite the opposite. Because buyers can see offers in real time, the system often creates a bidding environment that drives the price up. Traditional sales can leave money on the table if the highest bidders don't know what others are offering. EZ eliminates that guesswork.

Objection: What if my home doesn't sell on the platform?

Answer: You're never locked in. If your home doesn't sell during the EZ process, we can immediately transition it to a traditional listing strategy—all with the same team, marketing, and representation. There's no risk in starting with EZ.

Objection: Is this complicated for me as a seller?

Answer: Not at all. We handle everything from marketing, scheduling showings, and managing offers, to contract-to-close coordination. The platform simply changes how buyers compete; for you, it's still a stress-free, agent-led process.

Objection: Other agents said this won't work in my market.

Answer: Many agents say that until they see the results. EZ is already working across multiple markets including Texas and Tennessee with agents closing successful sales. The platform's flexibility and transparency give it a competitive edge in any market.

Objection: Won't this hurt my home's reputation if it doesn't sell quickly?

Answer: Quite the opposite. Because of EZ's aggressive exposure and open process, homes often sell faster than traditional listings. If timing is ever an issue, we can pivot to another selling strategy immediately.

Objection: Do I still get professional marketing?

Answer: Absolutely. Every EZ listing includes professional photos, videos, staging guidance, online marketing, and open house events. The difference is that your listing will be positioned in a unique, highly competitive environment that drives buyer urgency.

Seller Price Objection & Answer Sheet

Pricing Objections

Objection: *“I want to price my house higher.”*

Answer: I completely understand—every seller wants to maximize their price. The challenge is buyers set the market, not us. With the EZ Platform, we don’t have to guess at the right number. We strategically position your home so the market competes openly, driving the price up to the highest net for you.

Objection: *“If we price lower, won’t I leave money on the table?”*

Answer: Not at all. On the EZ Platform, pricing competitively attracts the largest pool of buyers, which creates urgency and competition. That competition is what pushes your price higher. Overpricing upfront kills momentum and limits your buyer pool.

Objection: *“But I’ve seen other homes listed higher.”*

Answer: Many homes are listed high—but they often sit unsold or sell for less after price cuts. With the EZ Platform, we don’t have to play that waiting game. We create transparency, urgency, and competition from day one, protecting your time and maximizing your net.

Objection: *“What if I still want to test my price?”*

Answer: We can absolutely test it—but here’s the difference. With the EZ Platform, if it doesn’t generate strong activity within 7–10 days, we adjust immediately while buyers are still watching. That way, you never lose momentum and you stay in full control.

Objection: *“What makes the EZ Platform better than traditional MLS?”*

Answer: With traditional listings, you hope buyers show up. With the EZ Platform, you get all the exposure of MLS **plus** transparent bidding, targeted marketing, and the ability to choose your commission structure. There’s no downside—you sell faster, for more, and maintain control.

Buyer & Buyer Agent Objection & Answer Sheet

Buyer Objections

Objection: *Why is there a buyer's premium—am I paying more?*

Answer: The buyer's premium is fully transparent and disclosed upfront. It ensures the platform can operate at low or no cost to the seller, which brings more quality homes to market. Even with the premium, buyers often get access to properties priced below market value or with greater transparency, making it a net win.

Objection: *I don't want to compete with other buyers.*

Answer: Competing is actually in your favor here—it's open, transparent, and fair. Everyone can see the playing field, unlike traditional negotiations where offers are hidden. You decide your comfort level and can bid accordingly.

Objection: *How do I know I'm not overpaying?*

Answer: The platform prevents overpaying by keeping the process competitive and transparent. The home will only sell for what the market supports. You'll see in real time what others are offering, giving you clarity and control.

Objection: *What if I want to make an offer with contingencies (financing, inspection, etc.)?*

Answer: Contingencies are allowed, just like in traditional real estate. You can still include inspection, appraisal, and financing contingencies. The platform is designed to give you all the same protections, while making the process more efficient.

Objection: *Is this like an auction where I can lose my deposit?*

Answer: No. This isn't a foreclosure or courthouse-style auction. This is a licensed real estate transaction with standard contracts, contingencies, and protections for buyers. Your earnest money is handled just like any other real estate deal.

Buyer Agent Objections

Objection: *I don't like the buyer premium—it discourages my buyers.*

Answer: Actually, the premium helps sellers list at lower or zero commission, which creates more inventory and opportunities for buyers. Your client is still in control, and you get paid through the transaction as usual.

Objection: *How do I get paid if the seller isn't offering commission?*

Answer: Buyer's agents are always covered. The platform allows for buyer-agent compensation either through the buyer's premium or by building your fee into the transaction. You'll never be left unpaid.

Objection: *My clients don't understand this system—it feels new and complicated.*

Answer: That's where you shine! The process is actually simpler than traditional negotiations. Everything is transparent, timelines are clear, and the paperwork is the same contracts you already use. We're here to walk you and your client through it step by step.

Objection: I don't want to put my buyers at risk with something untested.

Answer: The EZ Platform has been used successfully by agents across multiple markets. Every transaction follows standard real estate laws and protections, with the added benefit of transparency and competitive pricing.

Objection: This seems like it only benefits the seller.

Answer: It benefits everyone. Sellers get a cost-effective listing option, buyers get access to competitively priced homes in a transparent system, and agents can close more deals in less time. It's a win-win-win.

20 Role Play Objection & Answer Scripts

Commission Control

Seller: *Why should I use EZ instead of a traditional listing?*

Agent: Because with EZ, you choose your commission structure—even 0%. You still get full-service marketing, showings, and negotiations, but you save thousands. Why pay more for the same or better results?

Buyer's Premium Concern

Buyer: *I don't like paying a buyer's premium.*

Agent: I understand. The buyer's premium allows the seller to lower or even eliminate their commission, which keeps homes priced competitively. Even with the premium, buyers often end up with a better deal than in traditional listings.

Market Proof

Agent Colleague: *This won't work in my market.*

EZ Agent: Actually, it's already working in multiple markets like Texas and Tennessee. Agents there are closing deals faster and sellers are netting more. It's market-proven, not a theory.

Too Complicated

Seller: *This sounds complicated.*

Agent: Not at all. For you, it's business as usual—we handle everything from marketing to contracts. The only difference is how buyers compete. You'll barely notice a difference, except in how fast and profitably your home sells.

Risk of Not Selling

Seller: *What if my home doesn't sell on the platform?*

Agent: Great question. If it doesn't sell on EZ, we immediately pivot to a traditional listing. You lose nothing and risk nothing—but you could gain a faster, higher offer.

Buyer Control

Buyer: *I don't want to compete with others.*

Agent: Competition actually works in your favor. It's transparent—you see exactly where the offers are, unlike hidden bidding wars in traditional deals. You'll always know if you're paying a fair market price.

Perceived Auction Risk

Buyer: *Is this just like an auction where I could lose my deposit?*

Agent: No, this is a licensed real estate transaction. Standard contracts, contingencies, and protections apply. Your earnest money is safe, just like any traditional deal.

Reputation Concern

Seller: *Won't this hurt my home's reputation if it doesn't sell?*

Agent: Actually, homes on EZ get more exposure and urgency. And if timing is an issue, we transition to traditional listings seamlessly. Either way, your reputation stays intact.

Agent Compensation

Buyer's Agent: *How do I get paid if the seller isn't offering commission?*

EZ Agent: You're always covered. Compensation is built into the transaction, whether through the buyer's premium or included in the deal terms. You'll never work without pay.

Transparency Misunderstanding

Seller: *I don't want buyers knowing all the offers.*

Agent: That's actually the benefit! When buyers see competing offers, they bid stronger. Transparency drives urgency and maximizes your sale price—it works in your favor.

Timing Concerns

Seller: *I don't want my home sitting too long.*

Agent: That's why EZ is perfect. The process creates urgency by setting specific dates and deadlines, which motivates buyers to act fast.

Buyer Fairness

Buyer: *Seems unfair to pay more just because others are bidding.*

Agent: In fact, it's the fairest system—everyone sees the same playing field. You only pay what you're comfortable with, and you'll never wonder if you were outbid in secret.

Unfamiliar Process

Buyer's Agent: *I've never used this type of system.*

EZ Agent: That's okay—we guide you step by step. The contracts are the same as traditional deals. The only difference is transparency, which your clients will appreciate.

Value Doubt

Seller: *Will I really make more money this way?*

Agent: Yes—because when buyers see real-time competition, they don't hold back. Sellers consistently net more than with hidden-offer negotiations.

Control Concerns

Seller: *Do I lose control over the process?*

Agent: Not at all. You set the commission, approve the terms, and we represent your interests every step. You stay fully in control.

Perception of Newness

Colleague: *It's too new. My clients won't trust it.*

EZ Agent: Every innovation is new at first—MLS, online listings, even lockboxes. EZ follows all real estate laws and protections, with the bonus of modern transparency.

Extra Work Fear

Seller: Do I have to do more work as the seller?

Agent: *No—we do everything. Professional photos, staging, showings, negotiations—it's all handled. The platform only makes the buyer side more efficient.*

18. Buyer Affordability

Buyer: I don't want to pay a premium on top of my offer.

Agent: Understandable. But keep in mind, homes on EZ are often priced more competitively since sellers save on commission. The premium balances out—you still get a fair deal.

19. Agent Resistance

Buyer's Agent: This just benefits the listing agent.

EZ Agent: Actually, it benefits everyone. Sellers save on commission, buyers get fairness and transparency, and agents close more deals with less friction. It's truly win-win-win.

20. Final Close

Seller: So why should I take the chance?

Agent: Because you have everything to gain—faster sale, more money in your pocket, control over commission, and nothing to lose. It's the smartest, most flexible way to sell today.

Become an EZ Agent:

The EZ Platform gives you the power to stand out from other agents. Turn any pricing question into a clear advantage for your clients when they list the EZ way with you. Take the certification course (free!) and join agents like Joy who are standing out from the competition with the EZ Agent USP.

Enroll free at agents.ezrealestateplatform.com/MakeltEZ

Note: Free enrollment might not be offered forever.