

## **72 Sold Ballers** **Objection Wiki**

### **Appointment Setting Objections**

#### **Give me a price before we meet or I don't want a walkthrough**

The thought process here should focus on giving the seller a reason they would want a walkthrough.

1. Completely understand, however based on my preliminary research and what I can see online it looks like your home may qualify for our top of the market pricing. My goal is to squeeze every dollar out of your valuation but I cannot do that without verifying the condition and upgrades in person. Would you be opposed to giving me 10 minutes to do so.

Other options:

1. Corporate requires a walkthrough: I understand. Our corporate office requires a verification walkthrough in order to lock in pricing. It's quick, easy, no cost, and no obligation. Would tomorrow at 10am be a bad time for me to stop by?
2. B/c of today's market we need to see the home to give a reliable price. We are not a computer algorithm like Zillow and Realtor.com. Those programs are highly inaccurate and we pride ourselves on accurately pricing properties.

#### **Home is Already Listed**

1. Attend the appointment as normal. Curiosity - "In my preparation I noticed your home is listed on the MLS. What's been going on with your sale?"

The seller will then describe to you the perceived or real issues they are having with their traditional sales process. You'll tailor your presentation to their current pain points.

Sign them contingent on cancellation or expiration. Do NOT wait to sign them if they are ready to sign.

#### **Tell me about the program before I make an appointment.**

Elevator Speech - 72 Sold is a no cost no obligation way for you to consider top offers for your home without being locked into selling. It's quick, it's easy, and we have the independent studies to back up that our sellers average 8-12% higher net than those sellers who use a traditional Realtor. My first step is seeing if your home qualifies for our program.

## **Listing Appointment Objections**

1. **Are you going to buy my home?** Is that something that is attractive to you? Why? What we do is even better than that. You have to realize an investor or iBuyer is here to do one thing only, to give you a price that is to their advantage. Must buy a price that factors in admin costs, closing costs, holding costs, renovation costs, resale costs after renovated. They must buy at wholesale price so they can make a profit upon resale. They can't buy at retail price. There are instances where this may be best: fire or water damage, hoarder, tenants destroyed home. If your home is in that situation, no problem. Let us market to ALL buyers, retail buyers AND investors out there and put them in a competitive environment so we can get you the top price. Let us be your advocate.
  - a. Nice home - you don't want an investor price. This a beautiful home and would really benefit from a retail offer.
  - b. So let me explain the program to you if that's ok. Let us run our program the way it was meant to be done and we can attract investors too. Lets expose your home to every possible buyer in the least amount of time and let the market dictate the best price. It is almost like a hybrid program. We will do it with the speed as if you were selling to an investor but with retail pricing that will benefit you.
2. **Will you reduce your commission?** Do not say no say let me ask you a question, is it more important to you to pay a little less commission or walk away with more in your pocket at the end of the day? If I could show you how paying a little more will get you tens of thousands more, you would want to do that, wouldn't you? We are averaging 8-12% more so even if you paid no commission we would still get you more.
  - a. Discount broker. 2.5% to BA, 3% to us of that 3% half to 72SOLD and KW. The other 1.5% goes toward marketing I pay for like prof. Photography and supplemental advertising; Uncle Sam and feeding my family. What do you think a discount broker is cutting out? Uncle Sam, feeding their family or marketing your home?
  - b. Let's say you had 1m in retirement account. Would you feel more comfortable using small local guy who charges you 1.5% or Warren Buffet

who charges you 5%. You know you would put it with Warren Buffet because the odds are so great you will earn more.

- c. Same, here. Traditional realtor does not know how to create social proof, scarcity, fear of loss. They do not use psychological drivers. No opportunity purchase, counter offer intelligence or a showing process. (rapid fire the things we do) Respectfully we are the Harvard about how to sell homes and people pay more to go to Harvard because of the payoff.
3. **Do you guarantee you will sell my home in 8 days?** I can't guarantee b/c you make that decision. What I can guarantee is that this process is light years ahead of traditional selling and we can get you the highest possible offer within 8 days. Every serious B is exposed to the house w/i 48 hours. If not getting the right amount of activity we need to address the price.
4. **You are just another realtor right?** I do have a RE license, but my program is nothing like you would perceive a traditional realtor to be. My process is dramatically different.
5. **I have a friend/agent.** I understand. Nothing against your friend/agent, I am sure they have your best interest in mind. Do they have a program that uses psychological drivers to increase sales price by 8-12%? I guarantee you they do not.
  - a. Why don't you leave them on as an advisor?
  - b. If have to offer referral fee to their friend.
6. **You're not a luxury agent.** Don't look at me, look at the program. No one else has this and I am trained on this program.
7. **Email me information.** Send video or 10 steps pdf  
I can certainly email you some information. Thank you for your email address. In order to verify if your property qualifies for our program, we will have to do a quick walk-through. I have availability next week on x at x and am happy to tentatively hold that time for you which you can confirm a few days prior.
8. **Text: What is your commission?** We are competitive. Our program far exceeds the service you will receive with a traditional agent and our prices are 8-12% higher. I'd be happy to meet with you to review the 10 steps to our program. Would "x" work for you?
9. **We want to go with Open Door.** We work with Open Door and their competitors to make them compete for your home. Since their model is to buy your home for below market price so they can profit off your equity. We provide you with a way to make them compete to maximize your profit (not theirs) and we do this in just 8 days. Before signing why not take 15 minutes to hear how we can put a lot more money into your pocket with the same convenience.

- 10. Renter wants to buy the house.** We are a no cost way for you to see offers from the best buyers for your property locally and nationally. Our process is only 8 days and you have no obligation to sell if your renter's offer is better. To see if you qualify we need to do a quick walk through of the property. We can meet at another location to discuss what works best for your property.
- 11. Wait until spring.** The law of supply and demand drives prices, would you agree? Why would you want to wait until spring when there is much more competition and the supply is higher?
- 12. Interviewing another agent.**
- a. Ask the following questions:
    - i. What is other agents showing process
    - ii. How do they talk about your home to create value
    - iii. How do they get Bs to make quick offers so your equity is preserved
    - iv. How do they get Bs to make higher offers
  - b. If you tie your home up for 4-6 months with another agent it will get a black eye. As I showed you the longer a home is on the market the less you will get, and the drop in value is dramatic.
    - i. 8 days with me is not going to give you a black eye. If the home does not sell you can move on to the other agent.
  - c. Leave agent disabled

### **Listing Appointment Objections**

- 13. Don't agree on price.** This is what the Bs are comparing your home to. This is how your home compares. My concern for you is the problem of DOM. If you don't list competitively enough your home will sit and accumulate DOM. Bring out chart.

### **Specific to Luxury Objections**