



# Expired Objections

## Conversation Advancers

### **"We'll wait until the market gets better..."**

As a real estate professional, I speak with lots of sellers everyday and do you know how many of them are telling me that exact same thing? Almost all of them.

- 🕒 So what is the advantage to you to list your home right when the market gets flooded with new inventory?
- 🕒 And when the supply goes up what happens to the demand for your particular home? It goes down! And then what happens to the price that even I can get for your home? It goes down, too!
- 🕒 So that you don't lose money, our meeting should take no more than 15 or 20 minutes. Is your calendar handy? Let's get going

### **"We want to relist with the same agent..."**

Relisting with the same agent may be a good plan. I'm curious, how is the same agent going to implement that same marketing plan and get you a different result this time? Since you've been on the market there have been \_\_\_\_\_ homes sold. So that you don't miss the market again, let's get together for no more than 20 minutes and I'll show you why your home didn't sell and what exactly it will take to sell your home in today's market. You don't want to lose money and our meeting should take no more than 15 or 20 minutes. Is your calendar handy? Let's get going

Or

(Name) Isn't it clear that if your former broker could have sold your home and earned \$\_\_\_\_\_ you would already be in escrow or even in your next home. You would have been sold by now.

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Or

So you're thinking of using the same agent? Interesting I'm just wondering how is the same agent going to do the same thing but get you a different result this time?

(They said they were going to do something different more open houses, advertising, etc.)

So, can you see, (name) that what they're really telling you this time is that they didn't do everything possible when you really needed them in the past few months to get your home sold.

So are you beginning to see the problem? And can you see exactly why I'd like to stop by for just 20 minutes?

How about today at \_\_\_\_\_?

## **"We're going to give it a rest..."**

[Repeat & Approve] That's exactly why we need to get together soon. Isn't the real question, 'Will It sell at all'? Did you know that the market is slowing down and getting slower every week?

But since there are still \_\_\_\_\_ homes a day selling, we can get your home sold, too.

So that you can get the best information let's get together Is your calendar handy? I can sell your home!

## **"Other homes are selling..."**

\_\_\_\_\_ since you've been on the market we've had \_\_\_\_\_ homes sell every single day!

So, while you've been sitting there waiting for an offer we've had \_\_\_\_\_ sellers move on to their next home.

Which means that every day you wait you are one day closer to higher interest rates, which will cause your home to sell for less!

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## **"We already promised the old agent..."**

I see, and didn't your old agent also promise YOU to sell your home by now?

You see \_\_\_\_\_, it's not that they didn't try to sell it in fact, they did everything that they could to sell it and didn't! So that either means that you can implement a new marketing plan with an active agent or continue to sit – and – wait while the market continues decline. Is that a loss that you're interested in taking? I can be in-and-out in less than 20 minutes so that you can decide exactly what is best for you and your personal situation. How about today at \_\_\_\_\_? (They still hesitate)

I really do appreciate your loyalty to your last agent. And since that loyalty has to go both ways, why exactly did they tell you that YOUR home didn't sell, when \_\_\_\_\_ homes are selling every day?

Gosh I hear that all the time- the agent blames the \_\_\_\_\_ and with the market slowing down every week, how exactly are they going to sell your home now that the market is getting even tougher?

It sounds to me like you would benefit from hearing about (a) where the market is today, so that (b) You can see why an aggressive marketing plan makes sense.

## **"We've already interviewed agents and have chosen one..."**

So you've already interviewed agents and have you already signed a contract?

When can I have my interview?

What are you looking for in an agent?

Based on my actual track record most agents will sell your home for LESS than I can which means you'll lose money unless we meet. I can be there this afternoon.

Is your calendar handy?

## **"They sell a lot of homes..."**

Right, and that is exactly why I'm calling \_\_\_\_\_. They sell a lot of homes for themselves. They have a big business going of selling homes, you are right. Let me ask you a question did they mention their track record \_\_\_\_\_, what we in the profession call the List-To-Sell ratio? The actual track record they have for getting

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results for their clients did they share that with you? (No)

You're kidding!

The average home is selling for about 95% of the listing price. That shows that the market is slowing down, too!

Can I tell you the good news? My track record is that my properties sell for XX % XX%! It takes only 20 minutes to show you what I can do for you. Is your calendar handy?

## **"We're going to give it a break..."**

So, \_\_\_\_\_ you're thinking about giving it a break for a while. That's interesting for how long do you think?

\_\_\_\_\_ in the next (time frame) we're actually going to sell

\_\_\_\_\_ homes here in \_\_\_\_\_. And since I just need to sell your home one time why don't we get together and I can show you how I can do that is your calendar handy?

I see well \_\_\_\_\_, when you first put the home on the market where were you planning on moving?

\_\_\_\_\_, wow that's great! Was this a business move or were you retiring?

How did you happen to choose \_\_\_\_\_?

Wow, that's fantastic! So you're moving to \_\_\_\_\_ to \_\_\_\_\_ that must make you feel great. Mr./Mrs. \_\_\_\_\_, let me ask you would it cause you a problem if I could get your home sold in the next 30 days and get you to \_\_\_\_\_?

I'm glad you asked can I come by at \_\_\_\_ or would \_\_\_\_ be better to show you how I get homes sold?

## **"Well, how come you didn't show mine?"**

Isn't the real question Mr./Mrs. \_\_\_\_\_, how we can get your home sold?

## **All of you agents are the same.**

I know it does seem that way and in fact we all do have the same license. Mr./Mrs. \_\_\_\_\_, do you realize that, like any profession, we get different results don't we?

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What are you hiring when you hire an agent? Exactly, you're hiring somebody to get you results! It's like all doctors are different, all lawyers are different, all CPA's have different levels of training and commitment. So do real estate agents.

Thanks for telling me that because I try to do the exact opposite of what the other agents do. Did you know that the average realtor sells one home every 90 days I (our company) sell one home every 4-5 day you see, Mr./Mrs. \_\_\_\_ I run my business like a profession not like a hobby. Every time the average agent sells one home I'm selling 15 of them. Now how would you like to have 15 times as much exposure for your home? When would be the best time for us to meet \_\_\_\_ or would \_\_\_\_ be better?

## **"We're going to drop our price and sell it on our own..."**

Gosh, that's adding insult to injury. Before we get off the phone I've got to share with you the 5 reasons why you should never go By Owner the 5 things that you're exposing your family to.

You couldn't do worse that the last agent could you? Yet, if your previous agent had brought you an offer that you were happy with you obviously would've had no problem with paying them their fee would you? Let's do this I'll take a look at your home and if I don't think that I can sell it for a price that you'd be happy with we won't list it fair enough?

## **"We're only going to meet with agents who showed our home..."**

That's interesting so let me ask you a question. You're only going to work with agents that showed your home already to a buyer, is that right? So what's the advantage to you to considering agents who have already proven that they cannot sell your home? They've had a buyer they've seen your home and they didn't sell it.

I appreciate what you're saying here because you're probably thinking wait a second here if they showed my home while it was listed for sale maybe they're a good person to talk to right? \_\_\_\_\_, it doesn't matter to me even if you don't list your home with me can I tell you why that could be the worst way to choose an agent? See what happens is

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this there are some agents that just kind of go around constantly showing homes. But while they're out showing other agent's listings who's taking care of their listings? Wouldn't you want the agent that you hire to be focused on getting his or her own listings sold?

Are you beginning to realize why you never saw me while your home was listed for sale? \_\_\_\_\_, I've had \_\_\_\_\_ of my listings sell while you were on the market. That's the kind of results you want isn't it? Let's meet you'll be glad you did. Our Company has sold XX homes last month Wouldn't it have been nice if yours was one of them?

## Other thoughts...

- 🏠 If you felt confident that your home would sell, would you list it for sale now?
- 🏠 It makes no difference to me. If you are going to sell your home in today's market, it's critically important that you do look at the different marketing approaches (so that you don't get burned again.) Let's meet and I'll share this information and you can make an informed decision ok?
- 🏠 You don't want to put the house back on the market and NOT have it sell, right?
- 🏠 Do you know the difference between PASSIVE and ACTIVE marketing? \_\_\_\_\_, when would be the best time to show you. Why don't we meet \_\_\_\_\_ at \_\_\_\_\_? I could take a look at it tell you what it will sell for and how long it will take
- 🏠 Don't get me wrong I'm sure that the last agent did their best job. In fact I was asking myself "Why didn't this house sell?"
- 🏠 Before you get yourself tied up in a long-term contract with an agent who may not know how to sell your home in a buyer's market. All we would need is 15 minutes for you to get a professional second opinion Let's set an appointment today. How about this afternoon?

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- ① Why did your last agent say your home didn't sell?
- ① (Regardless of the answer they give)
- ① That's exactly why we need to get together I'll show you exactly why while the other agent was making excuses I sold \_\_\_\_\_ homes while yours was on the market.
- ① Which would be better for you \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_?
  
- ① Let me ask you a question and please be honest okay? Great! So, if I sold your home in the next xx days and I got you to net what you need would that pose a challenge for you? Terrific!
  
- ① \_\_\_\_\_ you said (repeat back motivation and time frame) right?
  
- ① Since you don't need any additional stress, let's take just 15 minutes and I'll show you how you can sell your home before the market slows down even more! Which time is better for you \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_?
  
- ① My presentation takes only 20 minutes let me come by and I will clearly show you exactly how to sell your home in the timeframe that you're looking for! How about this afternoon at \_\_\_\_\_?
  
- ① Are you familiar with the definition of insanity? Doing the same thing over and over but each time expecting a different result. Your home didn't sell the first time did it? (Name) I (my company) sold \_\_\_\_\_ homes while yours was on the market \_\_\_\_\_ (pause) do you honestly want to sell your home still? (pause, and wait for an answer) Then you need a different approach Let's set an appointment today. (Only use if there is some degree of rapport)
  
- ① There are two types of agents out there; full time agents working everyday like me and those agents that work now and then. Which do you prefer?
  
- ① (Name) Isn't it clear that if your former broker could have sold your home and

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earned \$\_\_\_\_\_ they would have! AND you would already be in escrow or even in your next home. You could have been sold by now.

- ① The more you see what went wrong last time the more you'll know what to look for in your next agent the more it will be obvious that you need to hire me so you can move on to your new home. That is what you want isn't it?
- ① The fact that you haven't chosen any of the realtors you've interviewed enables you to see that you were not 100% convinced you found the right broker. I can come over today at \_\_\_\_\_ or would \_\_\_\_\_ be better?
- ① The fact that we are still on the phone together shows you why you need to meet with me. Instinctively, you already know something's already telling you, \_\_\_\_\_ that I can come over at \_\_\_\_\_ to show you how I get homes sold. Then you will know for sure it you are making the right decision would \_\_\_\_\_ or \_\_\_\_\_ be better?
- ① I certainly understand \_\_\_\_\_, many of my clients hesitate at first but the moment they decide to meet with me they instantly feel relieved and they know they've chosen well. I'll do a good job for you. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?
- ① You know, \_\_\_\_\_, I'm not looking for a promise, just an appointment. Is your calendar handy?