



DON'T GET OUTSCRIPTED!

RYAN'S OBJECTIONS PLAYBOOK



Introduction

Home owners — AKA, future sellers — always have an excuse. Whether they just want to get me off the phone or they have a real financial or emotional reason to not sell, my job is to provide them service and value in seeing how I can actually help them get what they want when they decide to sell their house.

Some Things to Always Consider:

1. Always re-center the conversation back to service, value, and motivation:
 - a. If you sold, where would you go?
 - b. What number would make financial sense?
 - c. If my team can help you get X, would you be interested in offers?
2. Don't argue, be empathetic to their concerns: "I get it." Learn their motivations and challenges to offer better recommendations!
3. Dig deeper! Ask questions and get them to open up!
4. Consider standing up a cash offer program. Fello is here to help you do that.



The Financial Seller's Objections

The Objections I Hear The Most Often

1. "House prices are too high!"

That's exactly why I'm reaching out. However, it sounds to me that your concern is what do you do after you sell the house?

Tell me more about what you're looking for? If I were to find you something that checked off all the boxes and was a great value, would you want me to send it over to you?

If we found that perfect home at a great value, would you need to sell yours first, or purchase the new one before you sell?

2. "Interest rates are too high!" OR "My interest rate is low!"

I can appreciate that — normally when homeowners tell me they don't want to sell because they have a really low interest rate, it just turns into a financial equation. I'm curious, what is a sales price that makes financial sense for you to consider leaving your current interest?

Because home values are so inflated, I'm seeing a lot of our sellers cash out of their homes and then take some of the extra proceeds and buy down their rate on their next home.

Ryan's Tip:

The "Sales Price That Makes Financial Sense" may make them a cash buyer, and they won't even need a mortgage on their new home!



The Financial Seller's Objections

3. "I want the lowest commission rate because homes are easy to sell."

I can appreciate that. Typically, when sellers tell us they want the lowest commission, they mean they want to net the most amount of money after the sale. Is that true for you, too?

If you could net the most amount of money by working with me, would you be ready to sign an agreement? Or are there any other determining factors in deciding who you hire to help sell your home?

4. "I already have investors knocking."

That's awesome! I'm curious, if you had to choose one... what is most important to you in the sale of your home? Speed and convenience OR netting the most amount of money?

If netting the most amount of money is the priority and I can show you how working with me will help you do that, would you be prepared to sign a listing agreement? OR are there other determining factors that will impact the sale of your home besides netting the most amount of money?

If speed is the most important, I recommend our clients have multiple options to help you accomplish that goal. If you put all of your eggs in one basket and the option doesn't pan out, then you're starting over and that impacts your number one goal of selling as fast as possible. IF I can show you how I can help you get multiple options that will not only help you sell the home as fast as possible, but mitigate risk while doing it, would you be open to having a conversation?



The Financial Seller's Objections

5. "Why should I pay a buyer's agent when they're looking out for the buyer's best interest?"

You don't have to. It is completely your choice if that is something you want to do. However, typically when I hear someone say "why should I pay a buyer's agent," they're really saying they want to net the most amount of money or put more money in their pocket. Is that what you're really looking for?

If I can show you how offering buyer compensation helps you accomplish that, would you consider buyer compensation?

6. "I'll wait until rates go down so prices will go up."

I can appreciate that. We're in a very unique market where supply is so limited that prices are going up even without rates going down. IF there was an opportunity to sell your home even if it was off-market and it made financial sense, would you be open to looking at an offer?

7. "I didn't ask for a home value."

That's strange... I actually have it right here. Your home's value is \$XXX,XXX. Let me ask you, do you think that's too high, too low or just right?



The Financial Seller's Objections

8. "I no longer have to pay the buyer's agent."

You don't have to. It's completely your choice if that's something you want to do. However, typically when I hear someone say "why should I pay a buyer's agent," they're really saying they want to net the most amount of money or put more money in their pocket. Is that what you really mean?

If I can show you how offering buyer compensation helps you accomplish that, would you consider buyer compensation?



The Emotional Seller's Objections

The Objections I Hear The Most Often

Ryan's Tip:

Emotional objections can often be solved financially!

1. "There's not enough inventory." OR "I won't be able to find a house after selling."

I totally get it. What would you be looking for? If I were to find you something that checked off all the boxes and was a great value, would you want me to send it over to you?

And if we found that perfect home at a great value, would you need to sell yours first, or purchase the new one before you sell?

Let's meet at your property, get you the most accurate value, and then start looking for that perfect property.

Ryan's Tip:

THIS PERSON IS LOOKING! Flip this to a buyer conversation!



The Emotional Seller's Objections

2. "It's not a good time. We'll consider it after the [school year / holidays / some event]."

Great, I totally get it. It's the right time for you to stay put. Just curious, do you know where you'll be looking?

- Looking for something bigger or smaller?
- Do you have a timetable?, Etc.

We'll be here when you're ready.

Ryan's Tip:

Understand their situation so you can help in the future!

3. "I'm staying put until after the election."

I can appreciate that — typically when homeowners tell me they don't want to sell because they're waiting out the election, it turns into a financial equation. I'm curious, what is a sales price that makes financial sense for you to consider regardless of interest rates increasing or decreasing?

Because home values are so inflated, I'm seeing a lot of our sellers cash out of their homes and then take some of the extra proceeds and buy down their rate on their next home.



The Emotional Seller's Objections

4. "I don't like any other houses as much as I like mine."

I totally get it, you're in a great [neighborhood / home]. Just curious, what sort of things do you wish your home had? If I were to find you something that checked off all the boxes and was a great value, would you want me to send it over to you?

And if we found that perfect home at a great value, would you need to sell yours first, or purchase the new one before you sell?

5. "I changed my mind, I'm actually not ready to sell."

I totally get it. I'm just curious, if you were to sell, where would you go?

- When would you want to be there?
- What changed your mind?
- What were you originally looking for?

Because home values are so inflated, I'm seeing a lot of our sellers cash out of their homes and then take some of the extra proceeds and buy down their rate on their next home.





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