

SCRIPT AND OBJECTION MASTERY FOR REALTORS

Word-for-Word Scripts That Win Clients and Close Deals

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INTRODUCTION: THE POWER OF THE RIGHT WORDS

In 39 years of real estate I have tested thousands of scripts. Some worked. Most didn't. This guide contains only the scripts that have been proven effective in real transactions with real clients.

The right words at the right moment change outcomes. Study these. Practice them. Make them yours.

PART 1: LEAD GENERATION SCRIPTS

Expired Listing Script

"Hi, I am [Name] with [Brokerage]. I noticed your home was recently on the market and I wanted to reach out. I am not sure what happened with your previous agent, but I have a different approach that might get you the result you were looking for. Would you be open to a 15-minute conversation?"

FSBO Script

"Hi, I saw your for-sale sign on [Address]. Congratulations on taking that step. I am [Name] with [Brokerage]. I work with a lot of buyers and I wanted to find out — are you open to working with a buyer's agent if I brought you a qualified buyer?"

Sphere of Influence Script

"Hi [Name], this is [Name]. I know we have not talked in a while and I wanted to reach out. I am actively working as a Realtor now and I would love to be your real estate resource. Can I count on you to think of me if you or anyone you know has real estate needs?"

Open House Script

"Welcome! I am [Name]. Are you currently working with an agent? ... Have you been pre-approved for financing? ... What neighborhood are you focused on?"

PART 2: BUYER CONSULTATION SCRIPTS

Setting the Meeting

"Before we start looking at homes, I'd love to sit down for 30 minutes so I can understand exactly what you are looking for and explain how the buying process works. This will save us both time. When works for you?"

Pre-Approval Question

"To make sure we are looking at homes in the right price range, have you spoken with a lender about pre-approval? If not, I have a few excellent lenders I would be happy to introduce you to."

Buyer Representation Agreement

"I want to make sure I can fully represent your interests throughout this process. That means I need to be working exclusively for you, not the seller. This agreement formalizes that relationship. Let me walk you through what it means..."

PART 3: LISTING APPOINTMENT SCRIPTS

The Price Question (Before You Present Your CMA)

"Before I show you what I think the home should list at, can I ask — what were you hoping to get for it? ... [Listen] ... What was that based on?"

This removes price anchoring and opens an honest conversation.

Handling Overpricing Requests

"I understand you'd like to list at [their price]. I want to get you that too. The challenge is that the market data shows [comparable sales]. Homes priced above market sit longer, get fewer showings, and often sell for less than if they had been priced right initially. My recommendation protects your net proceeds."

Closing the Listing

"Based on our conversation today, I am confident in our pricing strategy and I believe my marketing plan will get your home sold for the best possible price. Are you ready to move forward?"

PART 4: NEGOTIATION SCRIPTS

Making an Offer

"Before I present this offer, I want to tell you about my buyers. [Brief story about buyers — creates emotional connection]. They love this home and they want to make it their family's home..."

Responding to Counter-Offers

"I presented your counter to my clients. They really want this home. Can we discuss what is most important to you — price, closing date, or terms? I want to find a way to make this work for both parties."

Inspection Negotiations

"We received the inspection report and there are some items my clients would like to address. Rather than asking you to fix everything, we would like to propose [specific request]. This keeps the transaction moving forward for everyone."

PART 5: THE 10 MOST COMMON OBJECTIONS AND RESPONSES

"Your commission is too high" "I understand. What I charge reflects the value I deliver. Let me show you specifically what I do differently that justifies my fee and how it protects your net proceeds..."

"We want to think about it" "Of course. What specifically would you like to think about? Maybe I can provide some information that helps you decide."

"We have a friend in real estate" "That is great. Would your friend give you the same level of market knowledge and marketing I am offering? Interview us both and choose the best person for the job."

"The Zillow estimate says it is worth more" "Zillow's estimates can be off by 15-20% in either direction — they do not see the condition of your home. Let me show you the actual comparable sales and why our pricing is based on real data."

"We are not ready to buy/sell yet" "Perfect. When do you think you will be ready? [Set specific follow-up date] May I check in with you then?"

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