

HANDLING TODAY'S OBJECTIONS

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If you're struggling with an objection take a few minutes each day to write out 3 of your own best response to the objection. Soon, you'll be able to deliver your script with excellence. Here's a simple framework to build your own objection handlers:

- Acknowledge. Say, "That's a great question!"
- Re-frame the consumer objection as a question and open a loop of curiosity.
- Empathy. Say, "It [seems, sounds, feels] like you...[reflect the client's own words]"
- Re-direct/Re-frame the conversation. Say, "Here's what we know..."
- Tie-Down/Close

Buyer Objection: "These low rates are going to be around for another 3-5 years. There is no rush. I'll wait for better inventory. Why buy now when there is so much competition? Rates are good but its not worth all the competition..."

- "That's a great question!"
- "Are you better off waiting or will you be priced out of the market?"
- "It seems like you aren't interested in getting into a bidding war and dealing with all of the competition and maybe there will be more options a few years down the line."
- "Here's what we know: we have the lowest interest rates and tightest inventory we have ever seen. The fed is going to continue to print money which is going to mean higher prices. The largest buying segment of the population, millenials ,are buying homes and since more people are working remotely they are creating even more competition for the best properties. That's not going to change any time soon. Right now, unless you are expecting a significant increase in salary your buying power is as high as it will ever be. We are seeing some people drag their feet and miss out on the home they want and then get priced out of the market and may never be able to afford it."
- "If we could find the home you want, at the price and terms you want, and you didn't have to get into a bidding war, would you want to buy it?"
- "Great. Let's get together for 15 minutes and you can tell us exactly what you are looking for and we'll go find it for you from a private seller while we keep an eye on the market..."

Seller Objection: "I am worried if I sell I won't have anywhere to go. I don't want to be homeless!"

- "That's a great question!"
- "Can you sell your home without missing out on the home you want at the price and terms you want?"
- It seems like you 'd like to sell and you're not sure where you would go next, and until you do it doesn't make sense to list."
- "Here's what we know: your home is most likely more valuable now than ever, and with interest rates at this level your buying power is higher than ever. Unfortunately, between millenials and the more people working remotely, the prices continue to escalate and people are missing out on the home they want and then getting priced out of the market. And, it's not going to end anytime soon."
- "If we could sell your home for top dollar structure your contract so that you would only sell if you have the home you want under the price and terms you want, would that get you where you want to go?"
- "Great! Let's get together for 15 minutes and we can go over everything you are looking for in the next home and then we can create a personalized strategy to get your home sold for the most money and buy the home you want at the price and terms you want..."