

**YesMasters®**  
**PRE-APPOINTMENT**  
**SELLER OBJECTIONS**

## BASIC RESPONSES TO OBJECTIONS OVER THE PHONE

That's a great question...and obviously that's one of the things we'll go over when we meet.

Fair enough?

**OR**

That's exactly why we should... get together... so we can go over that... Which works better for you...tomorrow at 2:15? ...Or would 4:15 be better?

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## THE “DON’T HANG UP ON ME” SCRIPT

[Say very quickly.] Wait, wait, wait, wait, wait!... don’t hang up ! Don’t hang up! Look...I know you’re probably \_\_\_\_\_ (frustrated/sick of calls like this)...so let me just ask you this... [And then proceed with the script.]

The funny thing is that most of the time they will not hang up! There is something about our wiring as human beings that makes people say to themselves, “Anybody that wants to speak to me that badly, deserves at least a chance.” They may still be just as mad or annoyed, but now you have their attention. It will probably feel uncomfortable the first few times you do this, but then you just go right on with the Expired Script (or whichever script is appropriate).

This script is all about learning how to break through **resistance**. The beauty of this is that this prospect has figured out that hanging up makes most agents simply give up and go away without any argument, so hanging up is their “script.” When you call them back immediately after they hang up, all the competition has already been eliminated and so has this person’s script. Often you will find that these are the nicest people, and that is why they hang up, because they know that if they stay on the line they are too nice to say “no.” Be the agent who is willing to break through their resistance and you will be amazed how many appointments you get!

For another killer training video on “Breaking through Resistance with Tough Expireds” go to [www.thebookofyes.com/bonuses](http://www.thebookofyes.com/bonuses).

## **“WE’RE TAKING THE HOUSE OFF THE MARKET.” OR “WE’RE TAKING A BREAK.” OR “WE DECIDED NOT TO SELL.”**

I see. ...So if you had sold this house, where were you planning to go next? ( ) Awesome!

So what's taking you to \_\_\_\_\_ (e.g. L.A.)? ( ) Excellent! So it sounds like you're definitely going to be moving to \_\_\_\_\_ (L.A.) at some point in the future, correct? (Yes.) And you will be...selling your home, correct? (Yes.) It's just a matter of whether to... do it now ... or at some point in the future...right?

If you could... do it sooner rather than later ... is that something you would... be excited ... about? (*I guess./Sure./We're just tired of trying.*) Got it.

Let's do this...let's... set up a time to get together and just... take a look at the options ... and see what it would take to actually \_\_\_\_\_ (get your home sold and get you to \_\_\_\_\_ by \_\_\_\_\_). Wouldn't that be great? (Yes.)

Great! So which would be better for you...Monday at 4:15 or would 5:15 be better?

## “WE’RE GOING TO RE-LIST WITH THE SAME AGENT”

Have you already signed a new listing agreement? (*No.*) Great!

So...what I would be wondering is this.... What new strategies is the agent going to use in the next \_\_\_\_ months, ...that they didn’t already try... in the last \_\_\_\_ months...when they had it on the market before? Does that make sense? ( )

...Because obviously... you don’t want to... put the house back on the market ... to have it NOT sale again, right? (*Right.*) Exactly.

If you could... sell your home ... in the next 30 days, would that pose a problem for you? (*No.*) Excellent!

All we will need is about 15 minutes together for me to share with you some things that will get you dramatically different results than what you experienced last time.... You do want to... sell your home this time ... right? (*Yes.*)

And if I could help you... get full market value for it in the next 30 days ... you said... that would not be a problem... right? (*Yes.*) Perfect.

When would be the best time for us to... get together ... for me to share with you exactly how I do that....tomorrow at 4:15, or would 5:15 be better?

## “WHAT ARE YOU GOING TO DO DIFFERENTLY THAN THE OTHERS?”

Well...(with a chuckle) the main thing is... I'm going to... get it sold ! That is what you want, right?  
(Yes.) Of course.

I am going to help you... get it done ... in the best amount of time, with the least amount of hassle  
and...put the most money in your pocket ...possible in this market...and get you to \_\_\_\_\_  
(your new home in LA...). Because ultimately that's what you want, right?

When would be the best time for us to... get together ... for me to share with you how I will help you  
do that....tomorrow at 2:15, or would 4:15 be better?

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## “I HATE YOUR COMPANY.”

Ugh..you gotta be kidding. [*With disgust...*] What happened? [*Let them rant.*]

Can I tell you something else? (What?) It's not the first time I've heard that...can you believe it? (Yes.)

So...here's the deal...IF you could... get your property sold for top dollar ... in the next 30 days...is that something you still want to do? (Yes.) Excellent.

Look...I'm not going to defend an agent from our company who was unprofessional, but I'm NOT that agent...and you said you do still want to get the property sold, correct? (Yes.) Perfect.

And...if I could help you make that that happen...that would be okay with you, right? (Yes.) Great!

When would be a good time for us to... get together...tomorrow at 4:15, or would 5:15 be better?

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## **“I WISH YOU REALTORS WOULD JUST LEAVE ME ALONE!”**

Ah... So you're getting hammered by real estate agents calling you, huh? ( ) Ugh...I understand how annoying that can be.

So let me just ask this... How much time will you take before you will... consider hiring a strong agent ... for the job of selling your house...if...they could help you net the money you need in your pocket?

*[And then continue with the FSBO SCRIPT or EXPIRED SCRIPT.]*

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## **“WHERE WERE YOU WHEN MY HOUSE WAS ON THE MARKET?”**

That's a great question...and I hear where you're coming from...

The short answer is because your house wasn't a match for any of my buyers I was working with at the time.... However...can I let you know something else? (Yes.)

The reason I didn't have a buyer match for your home is because...unfortunately...my focus wasn't specifically on your property. And I say unfortunately...because...it sounds like you are really interested in getting your property sold, correct? (Yes.) Excellent.

If you knew you could... get the property sold ... for top dollar in the next 30 days or so, would that be a win for you? (Yes.) Fantastic.

And if I could help you make that happen, that would be OK with you, right? (Yes.) Perfect!

When would be a good time for us to... get together ... tomorrow at 4:15, or would 5:15 be better?

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## **“WE’VE ALREADY CHOSEN AN AGENT.” OR “WE’VE ALREADY SET ALL THE INTERVIEWS WE WANT.”**

*[Repeat and affirm the objection.]* I understand not wanting to parade a bunch of agents through...ugh...

What if...you knew you could have it sold for top dollar in less than 30 days... guaranteed? ...I assume that would not be a problem, correct? (No.) Good.

And you obviously don't want to... put it on the market again ... to have it...NOT sell...right?" (No.) Great!

And if I could get you top dollar in 30 days or less, that would be OK with you, yes? (Yes.) Perfect...

And Look...I'm not going to waste your time...or mine. You're obviously a sharp guy/gal... and when we... get together ... if you feel like our conversation isn't going anywhere (or you decide I'm full of B.S.) at any point...you simply say the word...and I'll leave...no pressure. We'll just shake hands and... be friends . Fair enough? Great.

## **“YOU'RE THE 50<sup>TH</sup> REALTOR THAT'S CALLED TODAY!”**

Ugh...so you're getting hammered by agents calling... Yeah...I understand how annoying that can be...

*[Then continue with the EXPIRED SCRIPT or FSBO SCRIPT.]*

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## “WHAT WILL YOU DO THAT THE LAST AGENT DIDN'T... TO GET IT SOLD?”

That's a great question... I'm not sure exactly what they did... but obviously you don't want to... put it on the market again ... to have it not sell, correct? (*Of course.*) Great.

So the first thing I will do is some homework on your house and a thorough market study to find out why it didn't sell... And what it's going to take to actually... get it sold ... because again that's what you want, right? (*Yes.*) Excellent.

And then second... when we meet... I'll lay out exactly what I'm going to do to get you the result you're hiring me for... Fair enough? (*Yes.*) Perfect.

So...when you... get this property sold ... where are you going next?

[*Go on with the EXPIRED SCRIPT questions #2 through #4 to clarify the sellers' motivation and then set up a time to meet.*]

**YESMaster ANSWER** - *If you have the track record to say it:*

You really want me to tell you over the phone?

I've listed \_\_\_ expireds in the last \_\_\_ months and SOLD **every one** of them for top dollar. Now, is that a result you could live with? (*Yes.*) Cool!

I'm going to do exactly the same thing for you that I did for them. Are you with me? (*Yes.*) Great!

[*OPTIONAL if you offer a guaranteed sale*]

PLUS...when you...hire me...I will guarantee the results...or I'll pay you for me wasting your time. Fair enough? (*Yes.*) Perfect.

This final “PLUS” answer applies only if you offer a Guaranteed Sale which I teach in detail in “Double Your Listing Power.” Visit [www.DoubleYourListingPower.com](http://www.DoubleYourListingPower.com) to find out more.

## “WHY SHOULD I HIRE YOU?”

1. That is a great question. Here are the top 3 reasons that you would...want to hire me:
  - Because I sell every listing...for top dollar.
  - Because I guarantee my results....
  - Because I care about what's important to you.
2. I assume you're interested in results, right? (Yes.) Perfect.
3. Then when would be a good time for us to... get together... I could come out today at 4:15 or tomorrow at 2:15... which would be better for you?

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## “WE’RE GOING TO LIST WITH THE AGENT THAT SOLD US THE HOUSE.”

So...you’re thinking about just using the agent that sold you the house. That makes sense.

Can I ask you a question? (*Sure.*) Which is more important to you...sticking with the agent who helped you buy the house...or...getting the best results in the sale of your property?

(*Results.*) Good for you!

[*OPTIONAL*]: By best results...I mean...getting the most money, in the best time, with the smoothest process. In other words...is this a friendship decision...or a business decision?

And...they could be the best agent for you...so...I’m not necessarily saying you should...switch agents... and... hire me to do the job for you. What I’m suggesting is that you at least... take a look at an option ... that could get you a better result. Are you with me...about the idea of getting you the best results? (*Yes.*) Excellent.

When would be the best time to get together and... go over some options ... that will help you get the best results possible...I could come out tomorrow at 2:15...or would 4:15 be better?

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## **“WE’RE GOING WITH X-COMPANY BECAUSE THEY ARE THE #1 OFFICE IN THE AREA.”**

I hear you...and having a company with market share can definitely be an advantage! And can I let you know something else? (Yes.)

I'm sure you realize that when you're looking at large offices and agents, that ultimately it isn't the company you are hiring, but the individual agent, right? (Yes.)

Think about it this way... and this is something a lot of people are not aware of... often the largest company also has the highest number of brand new agents...and almost every company has agents that sell a lot of homes and agents that sell very few or even NO homes at all! Make sense? (Yes.)

So I guess the question is, what is the best way to... make sure you don't get stuck with the wrong agent ... even in a good company? Are you with me? (Yes.)

Is the size of the company most important, or hiring the right agent that will give (*guarantee*) you the best results? (*Right agent.*) Absolutely.

That's what I do... And if I could help you... get your property sold ... for top dollar in the best amount of time for you...that would be OK with you, right? (*Sure.*) Perfect!

Then when would be a good time for us to... get together ... I could come out tomorrow at 2:15...or would 4:15 be better?