



S C R I P T S F O R

Negotiating Commission

IN PERSON, BY EMAIL OR PHONE

SELLER - Will you cut your commission? Other agents will.

YOU - You know, you're right, there are some agents out there that may do that and I get a little concerned...can I tell you why?
(Seller - "Sure.")

ALTERNATIVE #1

If they will reduce their price at the listing table, what will they do at the negotiating table? I will be tough and professional on both my fee and your price, particularly at the negotiating table.

ALTERNATIVE #2

Unfortunately, my commissions aren't negotiable as I sell homes consistently. Some realtors who don't believe or don't feel that they have the confidences in the services that they offer may reduce their commissions, but you will get the best service out there from me and I will negotiate the best price for your house as I have done in the past with my other clients.

ALTERNATIVE #3

Do you own anything more valuable than this home?
(Seller - "No.")

Would you say that it is your most valuable possession?
(Seller - "Yes.")

If an agent is willing to broadcast the fact that they don't think they have any value as a real estate sales agent, then is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself...

Is that the type of person you want to represent you in the most valuable transaction of your life? (Seller - "No.")

I am glad we both agree then :-)