

Objection Handling Arsenal

The Library of Stories, Metaphors & Analogies



Included: Audio Files &
Workbook with Visuals



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Understanding What An Objection Is

Additional Notes

The Paralyzer:

Examples:

The Condition:

Examples:

The Objection:

Examples:

The 10 Commandments to Handling Objections

Additional Notes

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Obtaining the Signature

Additional Notes

1. _____

2. _____

A. " _____

"

3. _____

A. " _____

"

B. " _____

"

4. _____

5. _____

6.. _____



Improving Your Listing Presentation

If You Keep Getting:

Then You're Not:

Additional Notes

The Paralyzer	
Commission Objection	
Length of Listing Objection	
Price Objection	

Getting Past The Paralyzer

Option 1: The Multiple Choice Technique

What is it that you need to think about?

» _____ » _____

» _____ » _____

» _____ » _____

» _____ » _____



Getting Past The Paralyzer

Option 2: The 7 Key Concerns

Additional Notes

1. " _____
_____ "
2. " _____
_____ "
3. " _____
_____ "

Option 3: The Recommend Technique

Option 4: The Testimonial Technique

Option 5: The Brag Book™ Technique

The 7 Key Concerns

Additional Notes

- Length of the listing
- The commission rate is too high
- Try it on their own to save the commission
- Something about me or my company
- Concerned I'm not going to do what I promise
- Don't want to be "tied" to one Broker
- Just don't want to be "sold"



The Objection Handling Process

	Step	Objective	Example
Step 1	Acknowledge		<i>"I don't blame you for feeling that way. If I were in your shoes, I would think the same thing."</i>
Step 2	Question		<i>"Who, What, Where, When, How..." "Let me see if I understand what you are saying."</i>
Step 3	Confirm		<i>So, what you're saying is _ _ _ _ _"</i>
Step 4	Visual		<i>"Let me show you something I think will make a difference," "Let me share something..."</i>
Step 5	Close		<i>"Any questions?"</i>

Objection	O.H.V.	Page	Timestamp in Audio
Sell on our own... Save the commission	1.Tug-of-War 2.Hire A Pro 3.Bargain Hunters 4.Hour Glass 5.The Art of Negotiating	12 13 14 15 16	01:22:43 01:26:31 01:29:26 01:32:13 01:35:19
We can do a better job	1.Hire A Pro 2.Hour Glass 3.Director 4.1 Line Fishing 5.9 Dots 6.Operate on Yourself 7.Part-Time, Unlicensed 8.Voice Message 9.Game Plan 10.Really?	13 15 17 18 19 20 21 22 23 24	01:41:24 01:32:13 01:41:55 01:46:48 01:50:07 01:53:39 01:55:08 01:58:39 02:02:04 02:05:03
Bring a Buyer and we will pay	1.6 Bakers 2.Confusion 3.Best Kept Secret	25 26 27	02:13:27 02:14:29 02:18:00
Bad Experience	1.Pen 2.Airplane 3.Code of Ethics 4.Impeachment	28 29 30 31	02:22:28 02:23:19 02:25:00 02:27:11
Give us a couple of weeks	1.Post-Dated Check 2.Foot in the Door 3.Cadillac 4.Worry Less	32 33 34 35	02:31:12 02:36:00 02:37:14 02:37:14
We want to wait... To buy a house first	1.Window Shopping 2.Driver's Seat 3.Young Couple	36 37 38	02:41:56 02:43:29 02:47:29

Objection	O.H.V.	Page	Timestamp in Audio
We want to wait...			
We can do a better job	1.Tortoise & Hare 2.Eroding	39 40	02:49:40 02:52:06
Bring a buyer and we'll pay	1.Competition 2.Eroding	41-42 40	02:56:00 02:52:06
We're going to list with...			
A friend	1.Coffee Clutch 2.Impeachment	43 31	02:57:14 02:27:11
Because of less commission	1.Beware!!! 2.3 Ways to Travel 3.Brain Surgery Special 4.Save a Nickel	44 45 46 47	02:59:22 03:00:00 03:02:00 03:03:43
Can get us a higher price	1.We're Not Magicians 2.Death & Taxes 3.Extra! Extra! 4.Supply & Demand	48 49 50 51	03:04:05 03:06:19 03:09:57 03:09:57
They're a bigger company	1.Dinosaurs	52	03:12:10
They're a smaller company	1.Mom & Pop	53	03:12:31

Objection	O.H.V.	Page	Timestamp in Audio
We'll list, but... At a lower commission	1. Brain Surgery 2. Save A Nickel	46 47	03:02:00 03:03:43
At a higher price	1. We're Not Magicians 2. Death & Taxes 3. Extra! Extra! 4. Supply & Demand 5. Right Price, Wrong Bait 6. Hundred 1 Dollar Bills 7. Negotiating Power 8. Stale Bread 9. The Minority 10. Presentation	48 49 50 51 54 55 56 57 58 59	03:04:05 03:06:19 03:09:57 03:09:57 03:14:08 03:15:47 03:17:22 03:20:08 03:21:33 03:22:44
For a shorter time period	1. Adding a Room 2. Plan Ahead 3. Contract or Settlement	60 61 62	03:25:23 03:26:47 03:28:46



Tug-of-War



Hire a Pro

You Must Use a Professional



Doctor



Lawyer



Accountant



Real Estate Agent

Bargain Hunters



Buyers or Bargain Hunters?



Hour Glass



How Much Time Do You Have?

Total # of Agents =

Potential Buyers Per Agent=

Immediate Buyers =

Average Marketing Time =

Your # Of Immediate Buyers =

The Art of Negotiating



Director Technique

Who is Directing **YOUR** Transaction?

Sellers
Buyers
Appraisers
Engineers
Seller's Attorney
Buyer's Attorney
Title Company
Home Inspector
Bank Representative

Your Real Estate Professional



1 Line Fishing

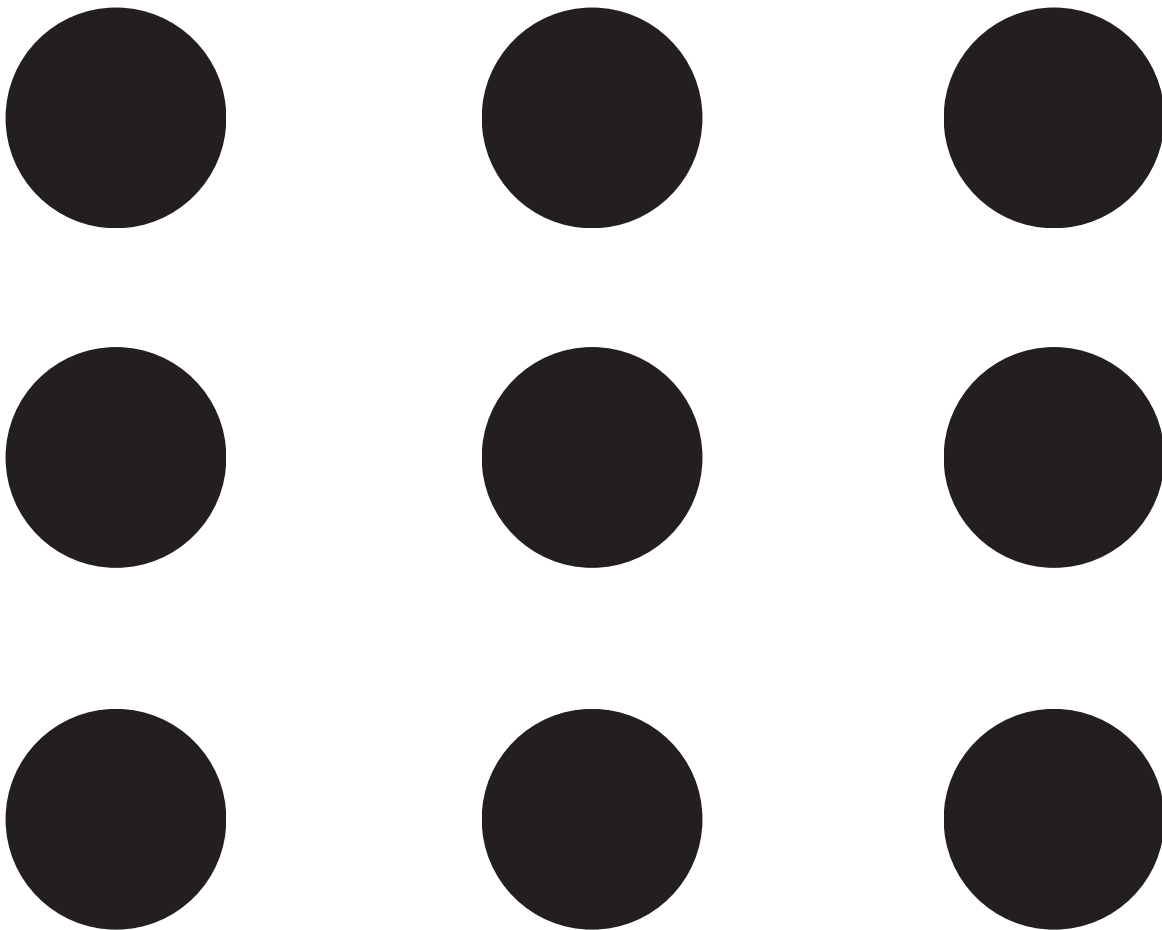


There are **2 WAYS**
to Catch a Fish



9 Dots

Can You See All Of Your Options?



Operate On Yourself?

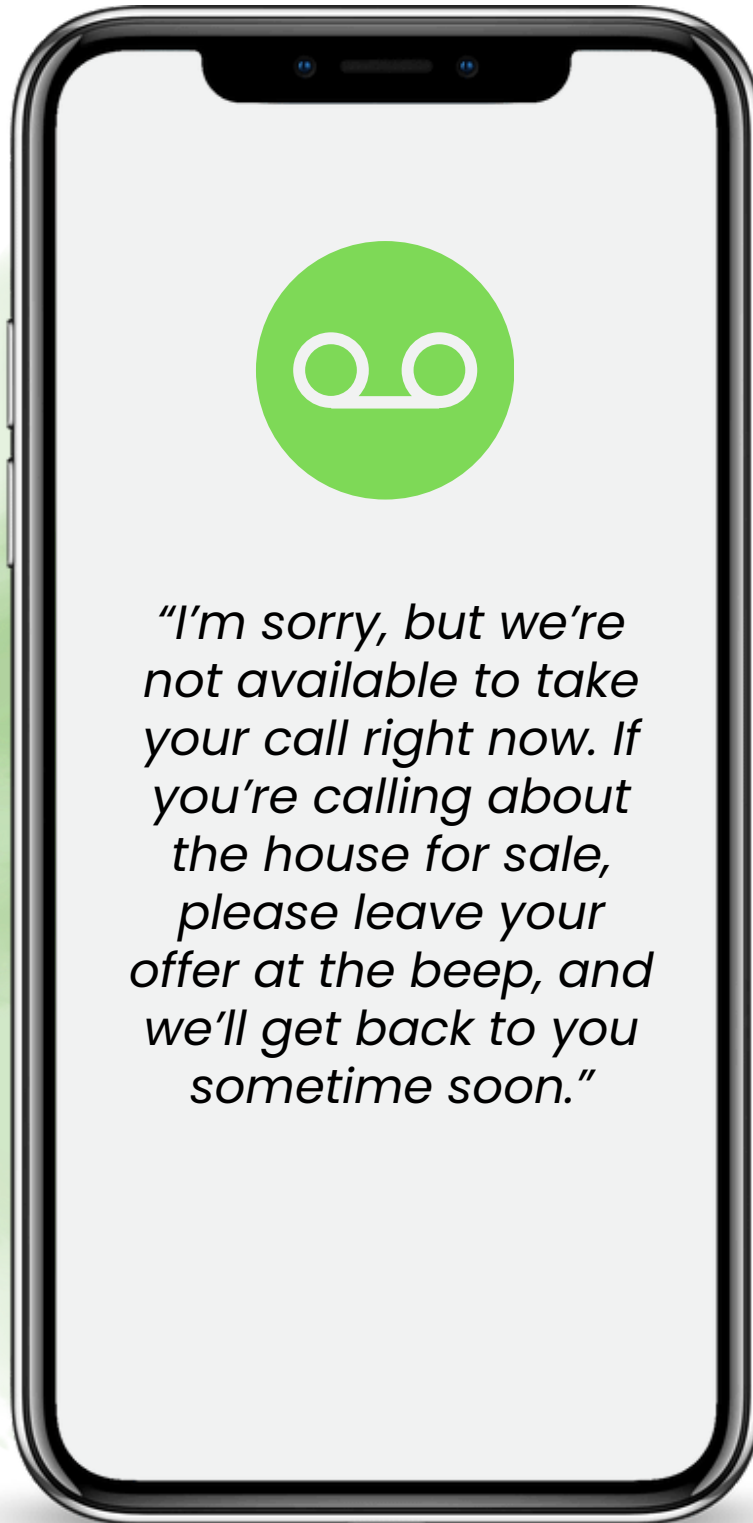


**If you were a surgeon, would you
operate on yourself?**

Part Time, Unlicensed



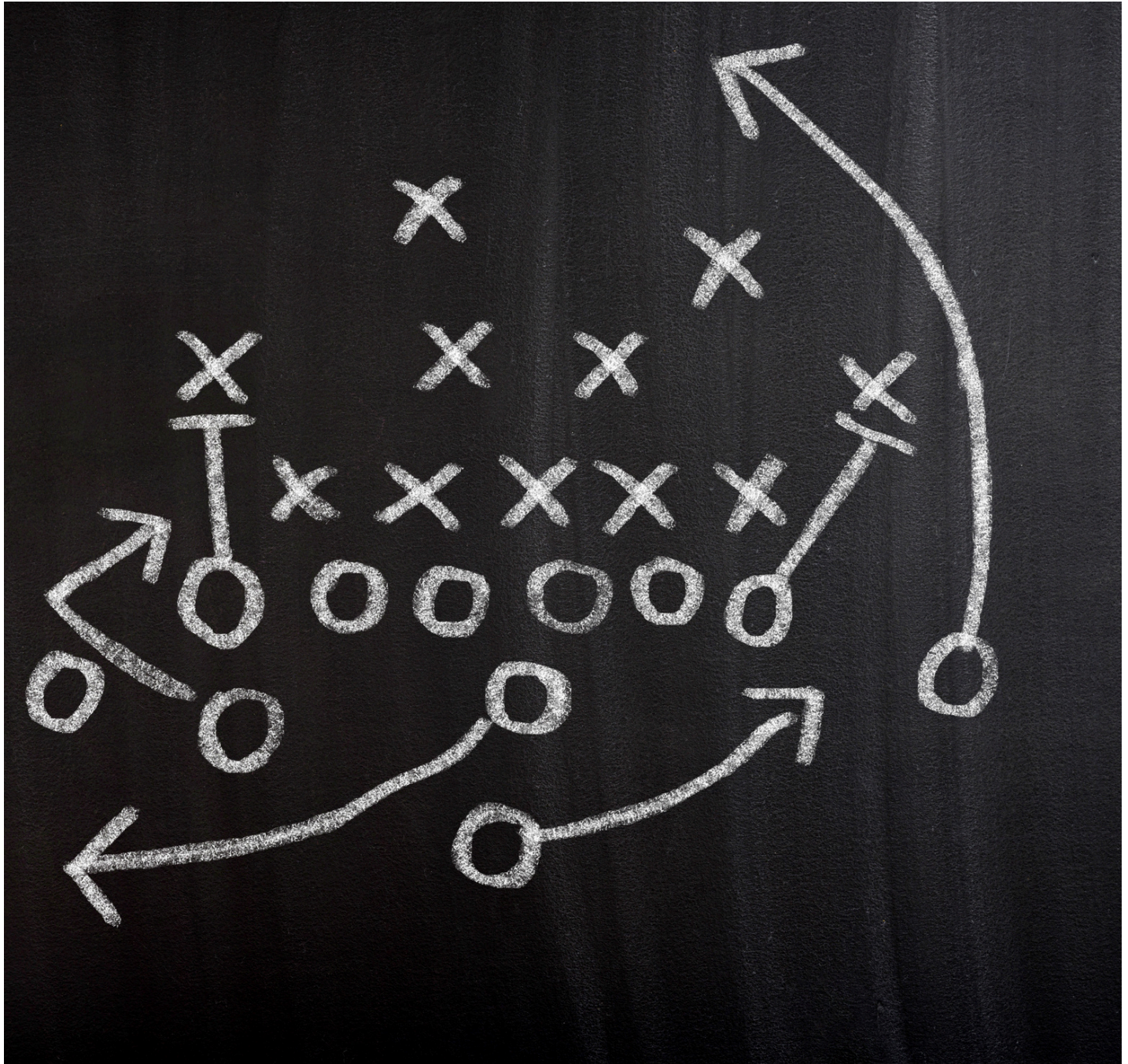
Voice Message



Serious Buyers Can't Wait

Game Plan

Luck or Game Plan?



Really?



Are they Qualified Buyers or Just Lookers?

6 Bakers

6 Bakers



or NONE?

Confusion



Having One Broker Avoids Costly Confusion

Best Kept Secret



**Are You Getting The
Exposure You Need?**

Pen

*Same Tool,
Different Results*



Airplane



**A Bad Experience Shouldn't
Cloud Your Judgment**

Code of Ethics

I must always look out for your best interests...it's the law!

The REALTOR® Pledge

I am a REALTOR®
I Pledge Myself



To strive to be honorable and to abide by the Golden Rule;

To strive to serve well my community, and through it, my country;

To abide by the REALTORS® Code of Ethics and to strive to conform my conduct to its aspirational ideals;

To act honestly in all real estate dealings;

To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;

To seek better to represent my clients by building my knowledge and competence

CODE of ETHICS and STANDARDS of PRACTICE NATIONAL ASSOCIATION of REALTORS®

DUTIES TO CLIENTS AND CUSTOMERS

ARTICLE 1

When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly.

ARTICLE 2

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law.

ARTICLE 3

REALTORS® shall cooperate with other brokers except when cooperation is not in the client's best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker.

ARTICLE 4

REALTORS® shall not acquire an interest in or buy or present offers from themselves, any member of their immediate families, their firms or any member thereof, or any entities in which they have any ownership interest, any real property without making their true position known to the owner or the owner's agent or broker. In selling property they own, or in which they have any interest, REALTORS® shall reveal their ownership or interest in writing to the purchaser or the purchaser's representative.

ARTICLE 5

REALTORS® shall not undertake to provide professional services concerning a property or its

value where they have a present or contemplated interest unless such interest is specifically disclosed to all affected parties.

ARTICLE 6

REALTORS® shall not accept any commission, rebate, or profit on expenditures made for their client, without the client's knowledge and consent.

When recommending real estate products or services (e.g., homeowner's insurance, warranty programs, mortgage financing, title insurance, etc.), REALTORS® shall disclose to the client or customer to whom the recommendation is made any financial benefits or fees, other than real estate referral fees, the REALTOR® or REALTOR's firm may receive as a direct result of such recommendation.

ARTICLE 7

In a transaction, REALTORS® shall not accept compensation from more than one party, even if permitted by law, without disclosure to all parties

and the informed consent of the REALTOR's client or clients.

ARTICLE 8

REALTORS® shall keep in a special account, in an appropriate financial institution, separated from their own funds, monies coming into their possession in trust for other persons, such as escrows, trust funds, clients' monies, and other like items.

ARTICLE 9

REALTORS®, for the protection of all parties, shall assure whenever possible that all agreements related to real estate transactions including, but not limited to, listing and representation agreements, purchase contracts, and leases are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of each agreement shall be furnished to each party to such agreements upon their signing or initialing.

DUTIES TO THE PUBLIC

ARTICLE 10

REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

ARTICLE 11

The services which REALTORS® provide to their clients and customers shall conform to the standards of practice and competence which are reasonably expected in the specific real estate disciplines in which they engage: specifically, residential real estate brokerage, real property management, commercial and industrial real estate brokerage, land brokerage, real estate appraisal, real estate counseling, real estate syndication, real estate auction, and international real estate.

REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully

disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth.

ARTICLE 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations.

REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.

ARTICLE 13

REALTORS® shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained when the interest of any party to the transaction requires it.

ARTICLE 14

If charged with unethical practice or asked to present evidence or to cooperate in any other way, in any professional standards proceeding or investigation, REALTORS® shall place all pertinent facts before the proper tribunals of the Member Board or affiliated institute, society, or council in which membership is held and shall take no action to disrupt or obstruct such processes.

DUTIES TO REALTORS®

ARTICLE 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices.

ARTICLE 16

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation

or exclusive brokerage relationship agreements that other REALTORS® have with clients.

ARTICLE 17

In the event of contractual disputes or specific non-contractual disputes as defined in Standard of Practice 17-4 between REALTORS® (principals) associated with different firms, arising out of their relationship as REALTORS®, the REALTORS® shall mediate the dispute if the Board requires its

members to mediate. If the dispute is not resolved through mediation, or if mediation is not required, REALTORS® shall submit the dispute to arbitration in accordance with the policies of the Board rather than litigate the matter.

In the event clients of REALTORS® wish to mediate or arbitrate contractual disputes arising out of real estate transactions, REALTORS® shall mediate or arbitrate those disputes in accordance with the policies of the Board, provided the clients agree to be bound by any resulting agreement or

award. The obligation to participate in mediation and arbitration contemplated by this Article includes the obligation of REALTORS® (principals) to cause their firms to mediate and arbitrate and be bound by any resulting agreement or award.



NATIONAL
ASSOCIATION of
REALTORS®

Impeachment



Post-Dated Check



**Save Time, Money,
and Aggravation**

Foot In The Door



**Start Getting the Salespeople
Working For You**

Cadillac



Getting From Point – to – Point

Worry Less



Are There Other Things For You To Focus On?

Window Shopping



The Difference Between Shopping and Buying



Driver's Seat

Top Dollar In – Bottom Dollar Out



You may pay top dollar for your new home



And have to sell your present home for less.

Young Couple

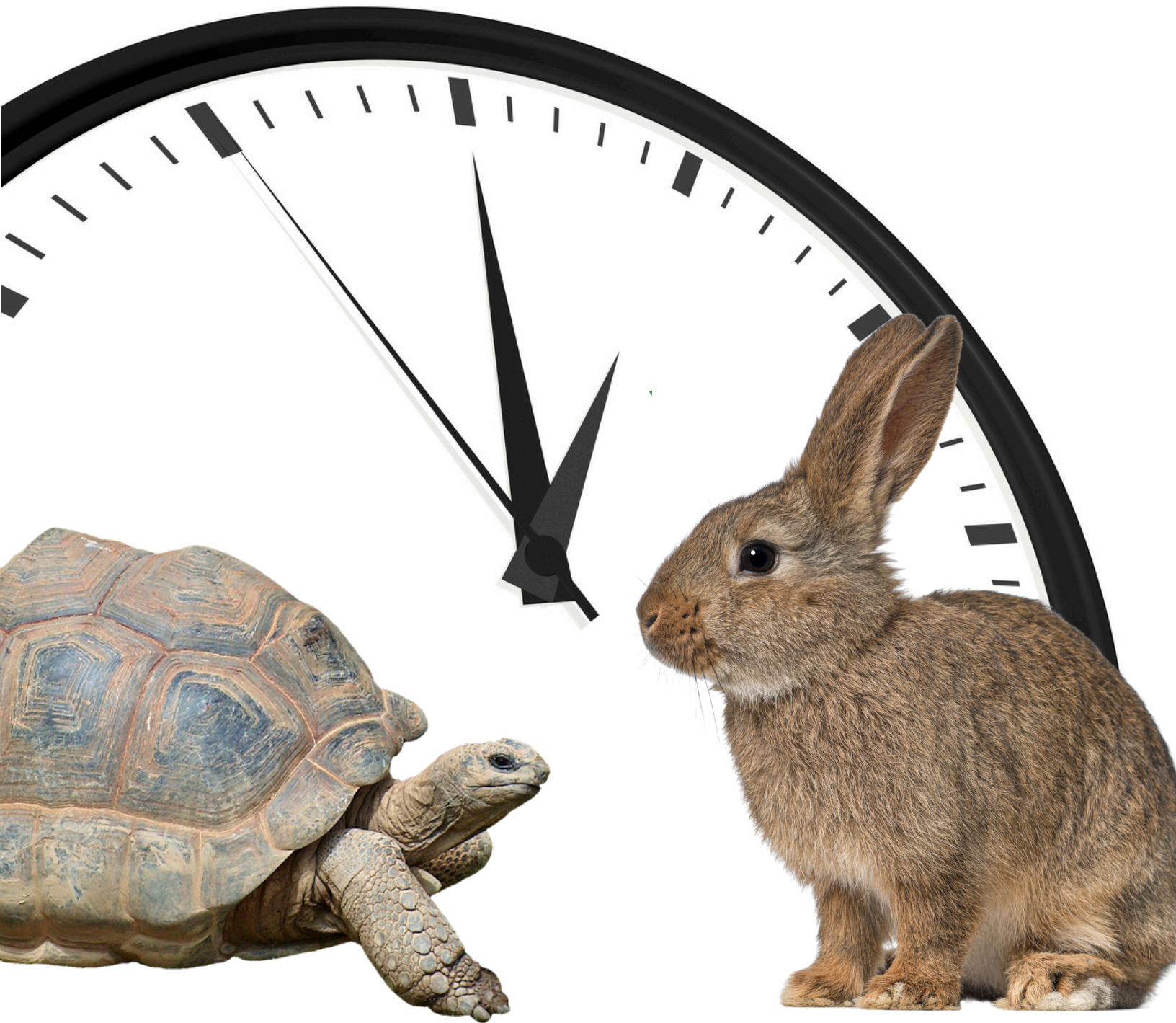
Waiting Can Be Costly



The young couple who waited to find a house before they sold.

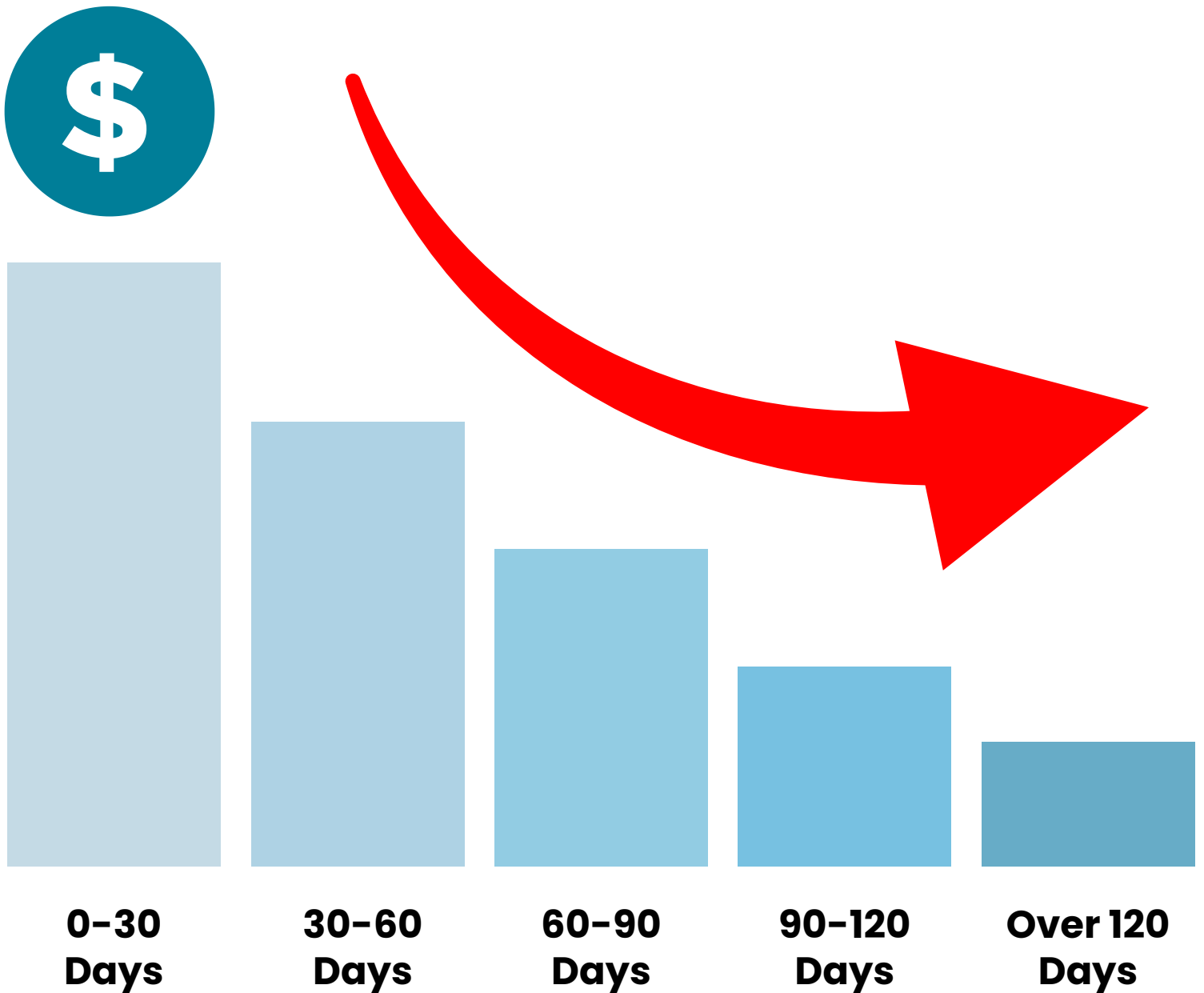
Tortoise & Hare

Use The Time You Have To Your Advantage



Eroding

By waiting, your value could be eroding away.



Competition

Which is better for you?



 **This...**

Competition

...Or this?



***How much money could
waiting cost you?***

Coffee Clutch

Would you feel comfortable



FIRING A FRIEND?

Beware



3 Ways to Travel



3 Ways to Travel



Brain Surgery Special



**This Week's Special
Brain Surgery:
20% OFF!**

Save a Nickel

5%



4%



3%



"Agents are hardly showing our house. No wonder it's not sold yet."



We're Not Magicians

Instant Offer!
Full Price!
No Contingencies!



We're Not Magicians

Death & Taxes



Extra! Extra!



THE HOMETOWN GAZETTE

EXTRA!!! EXTRA!!!

World's Longest Listed House Finally Sells!

Here's some news if you ever heard any and the real estate community may never be the same. It seems that after more years than anyone cares to count, the old house on the hill has finally sold and the owners couldn't be happier. When asked about their plans they were excited to share with us that they plan to move to a retirement home. "Originally we had hoped to buy one of those nice houses on the hill and have our first baby but after the first few years on the market we gave up on that one" said Mr. Longsale. "I

always thought a bigger yard would be nice too, but once we were on the market over 10 years I figured that I could live without that garden. After all I've been living without it all these years anyway" she said.

Neighbors tell us that it's been quite a parade over the years watching and wondering if this home would ever sell. "We've had a pool for the past several years and some of the people in it have actually sold and moved themselves. There's nothing like a home sale to boost the

excitement in the neighborhood and this one has the town a buzz" says a lifelong neighbor.

We wish the family well and hope they've learned their lesson. There is no doubt that the best way to get your home sold for the most money and in the least amount of time is to hire a real estate professional and allow them to do their job. Which would include pricing the home and taking care of the marketing.

Supply & Demand

**Do You Want To Sell Your Home...
Or Your Competitions?**

Still Asking \$569,000

*This OVERPRICED
home surely
helped us sell
those other two!*



Sold \$549,000



Sold \$551,000



Dinosaurs

Is Bigger Always Better?



Some real estate companies want you to believe **BIG** is better.

Being Big Didn't Save the Dinosaurs!

Mom & Pop

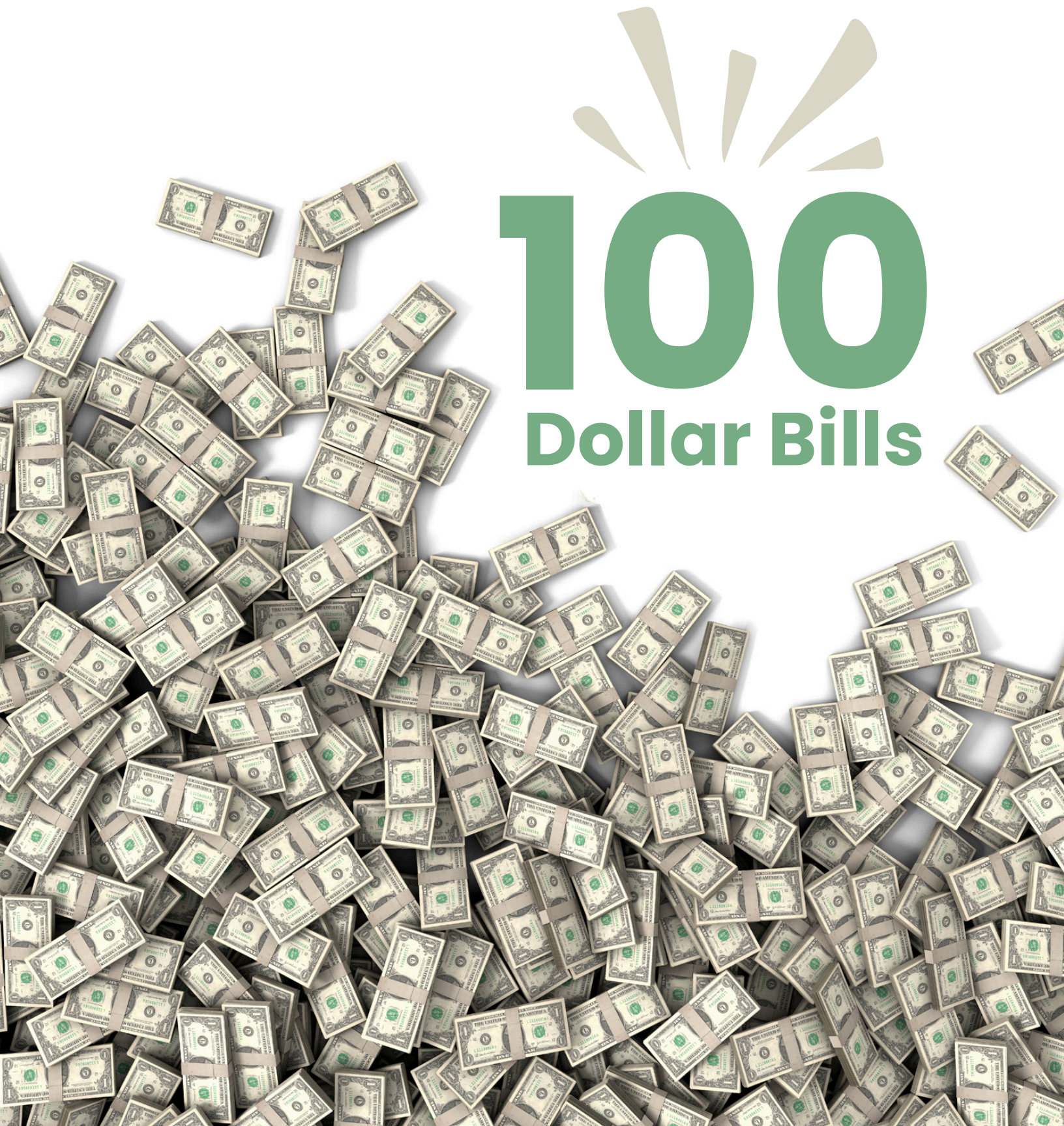
We Have Better Ways To Bring in Business



Right Place, Wrong Bait



100 Dollar Bills



Negotiating POWER

When are you in a better position to neogiate?



Or...

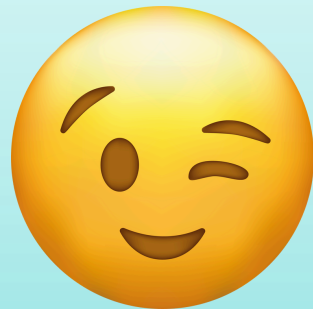


Stale Bread

When is the best time to sell?



Let's Not Be In The Minority



Presentation

**It's all in the
PRESENTATION.**



Adding A Room



**It takes as long
as it takes.**



Always Plan Ahead



Contract or Settlement?

When would you like to handle the Broker's Fee?



Contract



Settlement