



For Sale by Owner Objections:

1. "I can sell it myself; I don't need an agent."

I get that. Many homeowners believe they can sell on their own. With that said statistics show that FSBOs often sell for 10-20% less than agent-assisted sales. My goal is to help you maximize your price while managing the complexities of the process. May I show you how?

2. "I don't want to pay a commission."

I completely understand the desire to save on fees. However, my services are focused on getting you top dollar. Many FSBOs end up losing money due to lack of exposure or pricing errors. I can help ensure you get more than you would selling on your own. Would you be open to see how I can get you top dollar for your property?

3. "The market is hot; it will sell itself."

You're absolutely right—the market is good. But with my marketing expertise, I can ensure your home gets in front of the right buyers, including those who might not be aware of it. We might even get you multiple offers and create competition, leading to a higher sale price. May I share my strategy for your property?

4. "I already have a lot of interest. I don't need your help."

That's great to hear! However, my expertise in negotiating, paperwork, and maximizing exposure can take that interest and turn it into a sale for the best possible price. I can bring in a pool of buyers you might not reach on your own. At the end of the day you do want more exposure and to make sure the sale will actually go through with the board, right?

5. "I've been trying for months and still haven't sold. What can you do differently?"

That's a great question and I understand your frustration. I'd be happy to evaluate your current listing and come up with a fresh marketing strategy. Whether it's adjusting your price, improving your home's presentation, or getting more targeted exposure, I'll make sure we turn things around. Are you available to learn more about it at (X time/date)?