



DISCOUNT BROKERAGE OBJECTIONS AND HOW TO HANDLE THEM

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REDFIN/DISCOUNT BROKERAGE OBJECTION HANDLERS

Script #1

Objection: “I can list on Redfin for 1.5%”

Opener:

I certainly understand you have options as a seller. May I explain the difference between a discount brokerage vs full services brokerage? Great.

or

(Name) the commission percentage is important ... And I find my clients appreciate the broader more comprehensive marketing that a full service brokerage provides... Can I explain?

Body of Message:

As a full service brokerage we use all the available tools to showcase your home in the best way possible to the largest consumer base. Being exposed at that level allows us to reach the greatest amount of buyers causing you to sell at the best terms and price.

As a discount brokerage, they must be selective with the tools they use because they have to save money somehow. Too often we find it is at the cost of your exposure and that this lower exposure often causing sellers to receive lower price offers. Buyers know discount brokerages are occasionally used so they tend to try and low bid the homes because they know the seller opted for less services. Does this make sense?

With the market conditions still not as solid as we would all like, I think you deserve the very best exposure, would you agree? Great shall we move forward and get your home on the market?

Script #2

Objection: "I can list on Redfin for 1.5%"

Body Message: Yes (_____) *lead name*, you can list on Redfin for 1.5% and I charge 3%. Let's contrast our reach and results vs the discount brokerage mode...

Contras. Show them the pros and cons list

By the way... All of these clients paid the same (show your Zillow reviews and track record) So, the numbers are clear... Would you like to move forward with what other services I can offer?

Script #3

Objection: "I can list on Redfin for 1.5%"

Body Message: Yes, (_____) *lead name* you can absolutely list on Redfin for 1.5%. But think about it like this for one moment, have you ever bought something from the dollar store because it was obviously cheaper but then it broke a few days into using it? You then have to buy the same item again from the dollar store or maybe you think to yourself, "If I spend just a little more I can have something of better quality that'll last me longer and is more durable." (Yeah that's happened before)

It happened everyone but I luckily stopped making that mistake again because I've seen and realized the value in paying a bit more for something that I know will give me the results I want.

**GROW YOUR
BUSINESS
TODAY!**

**CLICK HERE TO GET
ACCESS TO MORE
COACHING**

