



Today's Top Buyer Objection

Objection: "There aren't enough homes on the market right now/ I'm waiting for the right home..."

- **Buyer:** "You know what, we've been looking for a while and there's just not enough homes for us to choose from."
- **Agent:** "You're absolutely right; there's a big inventory challenge in the market right now. And that actually demonstrates why it's so important to be out there looking because the best homes are selling quickly. So if we could identify that right home and get you in there the same day it hits the market and put you in a position to make an offer if you like, that's what you want, right?"
- **Buyer:** "Yeah, I'm just concerned we'll be competing with other buyers. I don't wanna get into a multiple offer situation."
- **Agent:** "Yeah, and you know the reality is you're gonna be competing with buyers whether it's now or a few months from now. Here's my concern, if I can share it with you: in a few months, there's gonna be even more buyers out there. Because there's a lot of people wanting to wait and they're not trying to out-manuever the market. And the most aggressive, saavy buyers are looking 12 months a year, they're looking all the time to find the right property. And you told me earlier, you wanna find the right home, correct?"
- **Buyer:** "Right, we don't wanna settle; we wanna be in this home for a long time. And I'm just not finding what I want."
- **Agent:** "And I don't want you to settle either, and that's exactly my point. When you work with our team, we do things differently. We prospect the shadow inventory, the homes that have been temporarily taken off the market, we look at all the coming soon listings, we go doorknock neighborhoods you wanna live in. So if we can implement some of those techniques on top of the normal ways most people search, would it be that crazy for us to get together so we can just show you how we find the right home that you're looking for and be really aggressive at the same time?"
- **Buyer:** "You know, I probably can talk to my husband and get back to you. I'm just not sure."
- **Agent:** "Well, I'm married too, and usually my wife makes the calls so why don't we set up something tentatively and you can just tell your husband when to show up."
- **Buyer:** "Okay I'll think about it."
- **Agent:** "Okay so you say you wanna think about it- can I tell you why that makes me nervous?"
- **Buyer:** "Why?"
- **Agent:** "What if the right home came on the market today and you didn't know about it because you're not working with me and my team and you keep kicking yourself because it looks like you're looking for something really specific. So, what is there to lose by getting together?"
- **Buyer:** "I guess nothing."
- **Agent:** "All I need is 20 minutes. If we can meet for 20 minutes I can show you exactly what we can do to find you the right property and deal with the market and here's the thing about waiting too. Rates are projected to be a little higher next year and I know you're not a cash-buyer, most people buy the home with their monthly payment so if we could lock-in a lower monthly payment and be aggressive with finding the right property, that's what you're looking for, right?"
- **Buyer:** "Yep."
- **Agent:** "So I've got time tonight to meet you on a zoom call or I can talk to you in-person tomorrow. Which is better?"
- **Buyer:** "Let's do tonight!"