

## Buyer Broker Agreement Objection Handling

### I don't want to sign the agreement.

"What specifically about the agreement is causing you to hesitate?"

### I've never had to sign one before.

"I totally understand. Let me ask you...Have you ever hired a professional like an attorney or accountant and they have had some retainer agreement or some up-front fee? You pay them as you go along usually, right? Are you aware that we don't actually get paid until the end of the transaction when I have successfully located and negotiated a great deal on a home for you? Don't you think that it is reasonable that our company deserves to get paid after we have performed these for you? And you'd prefer that we are able to get this from the seller instead of you having to pay it directly, right? Then all we have to do is ratify the agreement and we can move forward."

### None of my previous agents made me sign one of these. (Other recent agent)

"I completely understand. Let me ask you...Did the last agent you were working with fail in getting you a home? Do you think that the agent was working with other buyer's as well? How do you think that agent prioritized which were his best buyers, that he would make sure found a home against the other ones that weren't that high of a priority for him(her)? You want to be my top priority, right? Then all you have to do is agree to hire me and we can move forward!"

"That doesn't surprise me. There are a lot of people trying to cut corners instead of doing things the right way. You want to make sure we are doing this above board, right? Great, then all we have to do is finish the paperwork and then we can move forward and get you in a home!"

## **My old agent never had me sign one of these. (Old sale)**

“Since working with your last agent, the Realtor code of ethics has been amended. It requires that all agency agreements be in writing. Non-realtors don’t have to subscribe to this, but they are at a huge disadvantage since they don’t have access to the MLS or the mediation process if there is a dispute later on. You want those protections, right? Perfect, then all we have to do is finish the paperwork and move forward!”

## **It says here that I have to pay your commission if the seller isn’t paying enough.**

“Let me ask you...Is it that you want to avoid a small fee or that you want to find a great deal on a house? So doesn’t it make sense that if I can deliver you huge savings on a home that the compensation should reward that? On some of the houses we will see, you will be getting them for a couple hundred thousand less than recent value, and even then I will negotiate costs on your behalf to cover all the commission. It won’t really come from you, it’ll come from the seller who is already taking a beating on the property to your benefit, right? So then all we have to do is finish the paperwork and we can move forward.”

## **A friend told me not to sign this.**

“I totally understand. But let me ask you...is your friend telling you this because he thinks he’s acting in your best interest? Okay, and do you think I am acting in your best interest? So how are you going to feel if we can’t work together to get you a home and you either have to end up paying more in the long run, or miss out altogether? The best way to avoid that is to trust me as a professional and hire me formally, doesn’t that make sense? Great! Just sign here and let’s get going!”

“Sorry, my broker won’t allow me to work with you. I can give you a list of agents who won’t require you to sign this. Most of them have second jobs because they aren’t successful in real estate so it may take you some time to get a hold of them.”

## **I don't understand how this benefits me.**

“Let me ask you...are you aware that most agents will only show you the houses that have the larger commissions being advertised? Do you agree that there are a bunch of great deals where the sellers aren't willing to pay a reasonable amount? So then lets do this, we will see ALL the available houses, and if there are any that fall into this category I will let you know and you can make the decision at that point. You can either decide to not write an offer on it, or you can and agree in advance to make up the difference.

Either way you have more choices than you would have had before, right? Great! So let's get this signed and move forward and find you a deal!”

## **Let me try you out for a couple days, and see if you are really worth hiring.**

“Let's do this. We have 6 houses to see today. By the time we are half way through you will have seen how knowledgeable and how much of a resource I am to you, and you can hire me at that point. If not, we'll stop looking at houses and you can go find another agent who you think is going to give you the same quality service and save you as much money. That seems fair, doesn't it?”