

HANDLING OBJECTIONS

Strategies for addressing and overcoming potential client concerns

Agent: Good afternoon [Client's Name], it's [Your Name] from [Real Estate Company]. Have you had a chance to think about the properties we discussed?

Client: Hi [Your Name], yes, I've thought about it, and while I like the house on [Property Address], I'm concerned about the price. It's at the top end of our budget.

Agent: I understand your concern about the budget. It's important to find a balance between what you love and what feels financially comfortable. What if I told you that the property is priced competitively for its size and the amenities it offers, and it's in an area where home values are increasing steadily? It's not just a purchase; it's a long-term investment in your family's future.

Client: That's a fair point, but I'm also worried about the maintenance it might require. It's a bit older than the other homes we've seen.

Agent: You're right to consider upkeep. However, the house has been meticulously maintained, which means lower ongoing costs for you. Plus, it has that timeless character that new constructions often lack, wouldn't you agree?

Client: True, it does have charm. But my partner is still not sold on the location. It's a bit further from our workplace than we'd like.

Agent: I can see how a commute is a factor. Yet, this location offers a better quality of life with its tranquility and space—qualities that are hard to find closer to the city center. And with the flexibility of remote work options, perhaps the distance could be less of an issue, while providing a peaceful environment when you are home.

Client: I hadn't considered the remote work angle. That does change things a bit.

Agent: Absolutely, it's all about finding the right fit for your lifestyle. How about we revisit the property together? Sometimes a second look can offer a new perspective.

Client: That sounds like a good idea. Let's do that.

Agent: Great! I'll arrange it. We'll tackle any concerns that arise together, ensuring you make the best decision for your family.