

# Responding to Common Objections

Objections are a normal part of any sales position, including real estate. The key is not to avoid them entirely, but to handle them well when they do arise. In fact, it can be a great opportunity to educate the buyer and prove your value to them. Use the following scripts and best practices to respond to five very common objections.



## “Are you the listing agent? I’m looking for the listing agent.”

**This is perhaps the most common objection you’ll face. Handle it with these best practices in mind:**

- Always be transparent about your role. You don't want anyone to feel confused or misled.
- Show your enthusiasm for helping them with their search. It's a great thing that they were connected with you — you have real, relevant experience in the building or neighborhood. Show them that!
- Assume that anyone who reaches out wants to work with you, not the other way around.
- Refer to your role as the buyer's representative and the listing agent as the seller's agent.

### Scripts

To be clear about my role, StreetEasy referred you to me, as I'm an Expert buyer's representative and have done several deals in this [building/neighborhood].

To be clear about my role, I'm a buyer's agent and would be representing you, the buyer, at no cost to you.

The listing agent may have a lot of information about the property, but keep in mind that their job is to get the highest price for the seller, whereas mine is to get the lowest price for you.

Imagine going through a divorce and having the attorney representing your spouse also represent you. It wouldn't make sense.

The listing agent has a fiduciary responsibility to the seller. The buyer pays no fees for a buyer's agent who will represent their best interest, negotiate price, navigate through the NYC buying process, and ultimately protect you, the buyer.

If there's something wrong with the property or the price is unreasonable, your buyer's agent has a duty to tell you so. The same is not true for the listing agent.

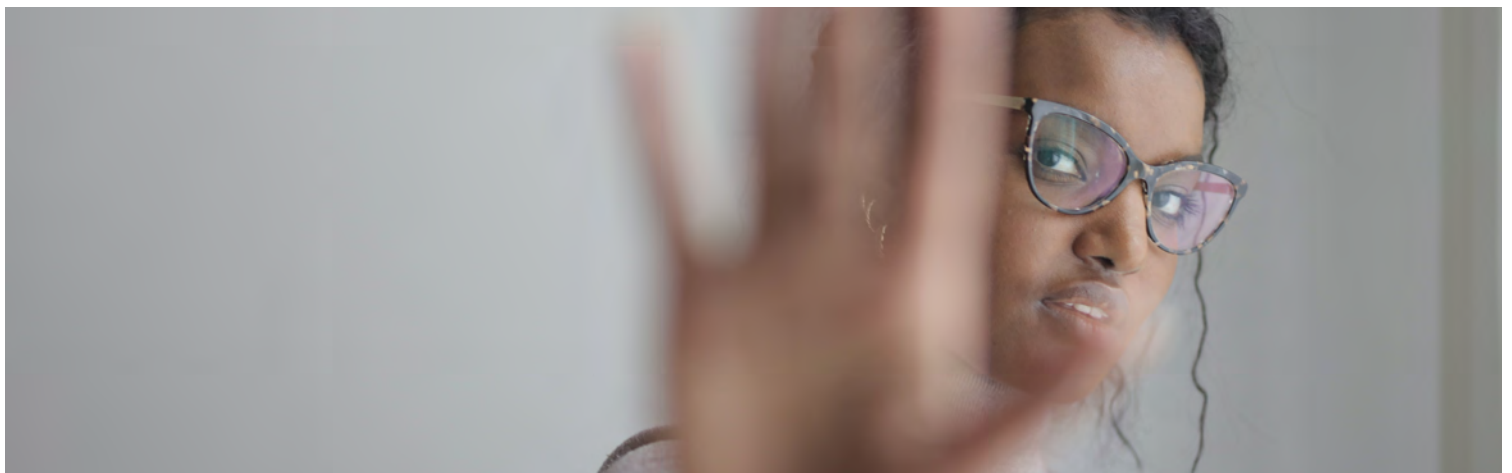
## “I already have an agent.”

**There are various reasons why a buyer may share that they already have an agent:**

- They aren't clear on the difference between the seller's agent and the buyer's agent.
- They don't want to bother their agent to ask a question, or their agent isn't very responsive or attentive.
- They've only spoken with a listing agent or saw an apartment with an agent a while ago, and because of that, they think they're working with that person.
- They aren't 100% satisfied with the service their current agent has provided and are therefore open to a new agent relationship.
- Unlike you, their agent hasn't been handling all outreach and coordination.

### Script

I totally understand. Just in case you haven't received this level of service, your agent should be handling all of the outreach and communication to keep things seamless for you. I do that for all of my clients. I'll send you my contact information and a link to my website so you can see some of the deals I've done. If you're ever interested in a fresh perspective, please don't hesitate to reach out.



## “My [friend/family member] is an agent.”

**This objection is another way of saying “I already have an agent,” but the prospect may feel more of a moral obligation toward the agent.**

- Try to gather some information on the status of their working relationship. The agent may be brand new to the industry, or they’ve never actually discussed working together.
- Offer one free appointment. This presents the prospect with a non-committal opportunity to get out and see the property they inquired about. It also gives you the chance to showcase your expertise and knowledge in person while building rapport and trust.

### Scripts

That’s great! How long have they been in real estate? Have you set an appointment or been out to see properties with them yet?

I don’t want to step on toes, but it sounds like you’re pretty interested in seeing this place. Why don’t we go out and see it together, and then we can take it from there? If you want to continue working with your [friend/family member], no problem, but at least you can see the property. And if you like working with me, I’d be happy to continue helping you.



## “I don’t plan on working with a buyer’s agent.”

**Buyers sometimes respond this way in effort to continue independently. They tend to be very early in their search and think they can manage it on their own. They often end up working with a buyer’s agent later, when things get more complex.**

- Use this as an opportunity to ask them something they probably don’t know about the building or apartment, to show your expertise and get them talking.
- Add a note to your calendar a month out to check back in from a customer service perspective — they could be in over their heads and appreciate the outreach.

### Scripts

I understand and recognize there’s plenty of research that can be done independently. What compelled you to reach out about this [building/property]?

Have you noticed the maintenance charges are \$5,000 per month?

Did you notice that this co-op requires a 30% down payment?

This unit has southern exposure — is that what you’re looking for?

## “I just want to go to the open house.”

**This is another way buyers signal that they’d like to work independently. Rather than trying to convince them not to attend the open house, offer to join them!**

I understand that. If you’re interested, I’d be happy to accompany you to the open house. That way, if you’re serious about moving forward, I can help you work with the listing agent and negotiate the best price. If you don’t like it, I can show you similar properties nearby while we’re out. What time do you plan on getting there?