

GETTING YOUR CLIENTS TO UNDERSTAND TODAY'S HOUSING MARKET

PRICE REDUCED

THE DREADED R WORD – REDUCTION

No agent really wants to reduce the price on a property. But in today's evolving real estate climate (fewer buyers, higher interest rates, and a larger inventory of homes) it may become necessary to broach the subject with a client. And finding a way to do that is not always easy. Here are 10 lead-ins that you could use to ask for a price reduction.

1. There's been a recent sale in the neighborhood that affects your property value.
2. Here are some of the responses that we've received from other agents.
3. Here are the responses that I received from the buyers I have shown.
4. Here are responses that I've heard from buyers shown by other agents.
5. Here are the responses from the agents in my office.
6. Here are the attitudes and comments of the real estate agents who attended the broker open house.
7. Here were the attitudes of the buyers who walked through your home at the open house.
8. Here are the responses that we have received from the ad that we've placed in . . .
9. May we add a selling office bonus?
10. May we add points so that financing becomes easier for a buyer?

Using these sensitive lead-ins will enable you to have a meaningful dialog about current market conditions and price reduction strategies leading to quicker sales with satisfied clients.



Chicago Title

It's Your Choice!

A CHANGING MARKET

