



GET YOUR CLIENTS TO UNDERSTAND TODAY'S HOUSING MARKET

MORE PRICE REDUCTION SCENARIOS

Here are 10 more lead-ins that could help you ask for a price reduction. Again, these are subjects of price reduction scenarios to open a dialog.

11. If this were my home, here are the things that I would do to make it more appealing to buyers. And, rather than just making these improvements, why don't we drop the price to compensate for some improvements the buyer may want to make?
12. Why don't we increase the selling office commission? If I sell it, I will stick to the original terms of the listing agreement.
13. I know this was a low offer and the buyer did not accept our counter offer; however, may we lower the price to the amount mentioned in the counter offer to attract more interested buyers?
14. May we ask for some concessions on the home that you're buying and then give those same concessions to any potential buyers of your home?
15. May we offer preferential owner financing and make the property more affordable to potential buyers?
16. We have an open house/new ad/new web blast going out and I would certainly love to be able to market this home at a new and improved price.
17. I'm going to be taking the property out of the MLS and resubmitting it as a new listing, thereby acquiring a new look and new enthusiasm among the cooperating real estate agents here in town. I'd like to do that at a lower price.
18. Is there anything that we could throw in that would "sweeten the pot" – appliances, furniture, maybe even a free mini-vacation?
19. We've found that a buyer's emotional response to a home plays a big role in its sale. Perhaps we can make your home speak to a buyer's emotions by having it professionally staged or decorated by a local design group?
20. Cooperation among real estate agents is paramount to getting the property sold. I am the agent who is handling your marketing, but I'm also marketing to other real estate agents who handle a large percentage of buyers. My job is to get them to express their excitement about your home to their buyers. Let's discuss what we can do to make this home more exciting to the other real estate agents here in town.

Place your trust in the company that works hard for your success. . .



Chicago Title

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