

The Conversations Agents Avoid

Keep this beside you while you watch, and on your desk before every hard call.

THE FOUR BEATS — HANDLING ANY OBJECTION

1 Listen

intently, all the way through

2 Repeat and approve

"So glad you brought that up. So what you're saying is... is that right?"

3 Ask, then dig

"What about that is important to you?" "What makes you believe that?"

4 Handle it

Summarize. "If I can show you a way to solve that, would you be open to talking about it?" Yes: feature and benefit. No: "What else is holding you back?"

1 PRICING AND PRICE REDUCTIONS

Seller wants to list too high

"I want to get you every dollar the market will pay. Can I show you what buyers actually paid for homes like yours in the last 90 days?" → walk 3–5 sales → "Which approach fits your timeline better?"

Set the review before listing

"If we get fewer than [#] showings in 14 days, or no offers after 21, can we agree today to sit down and look at the numbers together?"

Asking for the reduction

Lead with days, showings, saves, feedback, nearby sales. "We have three options: adjust the price, improve [item], or wait. What feels right to you?"

COACHING *Never argue with their number. Always offer three options, including waiting.*

3 INSPECTION AND REPAIR FALLOUT

Buyer panics

Sort the report into three groups: safety and major systems, expensive repairs soon, normal maintenance. Discuss only the first two. Remind them why they chose the home.

Coach the request

"If we ask for 30 small items, the seller may dig in. The big item with an estimate attached keeps us reasonable and strong. Which 2 or 3 matter most?"

Telling the seller

Buyers still excited → the request → "If they walk, the next inspector likely finds the same items. Fix, credit, or counter?"

COACHING *Shrink the list first. Watch the option period deadline.*

2 COMMISSION AND BUYER AGREEMENTS

"Will you cut your commission?"

"That's a fair question. Can I ask what's behind it? Is it the total cost of selling, or are you comparing me with another agent?"

Sell the result

Name what the fee pays for, then: "What matters most to you: the lowest fee, or the most money in your pocket at closing?"

Buyer agreement

Signed before the first showing. "It spells out what I do, how long we work together, and how I'm paid, in writing." Hesitant? Ask: length, fee, or commitment? Offer a shorter term.

COACHING *Ask before you answer. Never apologize for your fee.*

4 GHOSTING AND STALLED CLIENTS

Client went quiet (text)

"I'm guessing plans may have changed, which is completely okay. Have you put the move on hold, or should I keep sending homes?" Send once, wait a week.

Buyer stopped touring (call)

"Usually that means one of three things: the budget, the area, or the timing. Which one is it for you?" Adjust, don't restart.

Old lead

"A lot has changed in [neighborhood]: [one real fact]. Is a move still on your radar this year, or should I check back later?"

COACHING *Give permission to say "not now." Value earns the reply.*

WEEKLY DRILL (20 MIN, IN PAIRS)

Pick one section • Role-play both sides, 5 min each, push back hard • Debrief: one line that worked, one that felt forced • Make one live call

COMPLIANCE: Signed buyer agreement before touring • No promised prices, dates, or repairs • Fair housing always • Unsure? Call Marcus first.