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Objection Handlers From-Now What Do I Say!

Published on Wednesday, October 28, 2009, 7:48 AM Last Update: 3 day(s) ago by [Christy Crouch](#)

I haven't written in a while and wanted to quickly share a few objection handlers that I thought may be helpful for you during the Holiday Season / end of the year.

So you're working with a seller and they say:

"Nothing sells during the holiday season, or we don't want to be on the market during the holidays"

You know, Mr./Mrs. seller it makes sense that you would think that and can I share with you why it's absolutely the perfect time to be on the market? See, most sellers, like yourself, feel this is not the best time to sell as well, so they don't.

Being on the market now means less competition for you as a seller. Additionally, we will have a window of opportunity here at the end of the year where buyers will buy last minute to close before the end of the year for the tax benefits, you wouldn't want to miss this opportunity would you?

If there are certain days that you don't want the home shown during the holiday season we'll simply make note of that to other agents and you won't have to worry about it being shown while you're spending time with your family, sound good?

A seller might also say:

“We're just going to wait for the spring market!”

Naturally you feel the spring time is the best time to sell, right? In representing you and looking out for your best interests it's really best to try to sell now vs. waiting, can I tell you why? See everyone else like you thinks the spring market is the perfect time to sell, so guess what happens? The market essentially becomes flooded with inventory, giving more competition and possibly lower pricing for sellers as a result. You do want to net the most money don't you?

See if we go ahead and list now, we're going to get a jump start on the spring market and hopefully have you sold before all those other homes come on the market, wouldn't that be nice? Great, let's go ahead and get started now, okay?

If you find these objection handlers helpful, then please be sure to check out our website at www.yourethedifference.com where we offer tons of free information, downloads, and products that can immediately help you do more business. Our book, *Now What Do I Say?*, is filled with more than 420 answers to over 70 of the most common questions and objections that you face in your day to day real estate business. It will undoubtedly help you close more deals and take even better care of all your customers and clients.