



Realtor Sales Secrets: Phone Objection Handling

KEY: Tonality is biological - always smile before you call 😊

Friendly, not salesly.

The 7 Figure Framework:

Assume the relationship. They already know you, you already know them.

Your call to them should be the same way you would greet an old friend

SMILE before you call. 😊

“Hey! Is this (Name)?”

“Hey {name}! It’s {your name}, how’s it going?”

“Awesome! I just got your home valuation request online. I’m working on the estimate now, but I wanted to confirm a few things so I can give you a more accurate value. Are you the owner of {Address}”

**Client answers* Rapport building & small talk*

“Perfect. Well I get excited when my friends in (X Area) reach out to me to see what their home is worth because that area is really hot right now... how long have you lived in (Waxhaw) (Name)?”

Client answers

“And how long have you lived at (address)?”

Client answers



“Have you made any improvements or upgrades to the home since you’ve lived there?”

Client answers

“Ok great. Are there any other unique features, good or bad, that I should factor in for the estimate?”

Client answers

“Ok great. And (Name) just curious, what motivated you to take the time to see what your home was worth?”

Client answers

“Got it, that makes a ton of sense (Name). Well I I don’t want you to have signed up for nothing, I have an idea what it might be worth but I’d honestly need to take a look to know for sure. I’ll actually be in the area this week. Would (Monday) or (Tuesday) be better for me to stop by & give you the free estimate?”

Objections:

I just wanted to see what my home is worth:

Watch this video: [Client says, "I'm just looking around." - Retail Sales](#)

Gotcha. Just curious, what was the motivation for wanting to see what it’s worth?

If for no reason/just curious...



Gotcha! Just random or any reason in particular?

I didn't submit the info:

Be empathetic, and surprised!

"That's bizarre. So someone just randomly submitted your address & information to see what your home's worth?"

Client Answers

"That's weird. Do you know of anyone who may be looking to buy the property?"

Client answers

"Just out of curiosity, if you did have someone make a generous offer on the home **would it be completely ridiculous** for you to sell right now just given where you're at?"

If the answer is Yes. Set them up on a follow up sequence and wish them a good day.

If the answer is No, it's not ridiculous... Go for the appt.

"What do you think you could get for it right now?"

"Would I be totally overstepping if I offered to come by and give you an updated estimate for free?"

If "YES" for the appointment (Try not to book for more than 3 days out)

"Great! Is (Monday or Tuesday) better for you this week?"

"And are mornings or afternoons better for you?"

"Great. How is (10 am) on (Day?)"



“Perfect! Well (Name) I have your free estimate saved for (Day) at (Time). And can I just ask you 2 more quick questions just so I can confirm everything?”

Questions:

Are you the owner of (address/the property)?

Is there anyone else that should be there with us to see what it’s worth?

Client answers

“Got it. Well (Name) just to give you a run down of the meeting, it’s completely free and should only take about 10 minutes. I’ll stop by your house with some info on your area and your property based on what I can find online. Then, I’ll take a quick tour of the home and the property and see if you have any unique features that will either help or hurt the value of your home, and after that I’ll give you an updated estimate of what the homes worth as well as some tips to help you get top dollar for it when the time comes. How does that sound?”

Client answers

“Awesome and (Name) I have to warn you I don’t like to show up empty handed, do you like (Cookies) or (Doughnuts) better?”

Voicemail Script:

“Hey (name), it’s your neighbor (Matt), give me a call back when you can. Bye.”

- *The goal is to get a **call back**, not to sell them on your Real estate services over a voicemail*