

Whether you are new to the real estate profession or a seasoned agent, you already have or will encounter clients who have objections. Often, when people are outside their comfort zone, they create a smoke screen, or an objection, to give them time to think and make a decision. In the process, the objection creates a giant barrier between you and your client.

Though it may not seem like it at the time, an objection is an opportunity in disguise. If handled correctly, you will not only win the transaction, but you will also gain an advocate. The LIMS (Listen, Isolate, Mirror, Solve and Close) Formula is a tool to help you overcome the common objections of buyers and sellers. It allows you to gain the trust of, your clients and strengthen your relationships.

Listen: The difference between a professional and an unprofessional salesperson is the ability to listen. If you listen and ask questions, you'll remain in control of the situation. Bring paper and a pen and ask if you can take notes. Always be polite and pay attention to what the client is telling you.

*"I understand."
"I can see why you
might think that."*

Isolate: Identify your client's concerns, fears and frustrations.

*"What are your biggest
fears or concerns about
buying/selling a home?"*

Overcoming Objections

*"If I am hearing
you correctly, are
you saying..."*

Mirror: Repeat the concerns back to your client in a neutral tone to verify that you understood what they said. Don't get defensive—we are all guilty of saying things we don't mean, especially when we're anxious or frustrated. The key to good communication is clarification.

*"With that being said,
are you ready to move
forward?"*

Solve & Close:

You can't reach this step until you've followed the ones outlined above. Once you've assessed your client's apprehensions, you can resolve the issue and move forward.

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Objections: The Professional's Best Friend

Your clients' experiences with you will determine their willingness to refer their friends and family to you during and after the transaction. By identifying their objections, you have the opportunity to gain their trust and create valuable advocates for your business.

Objection: A seller is adamant about overpricing their home.

Solution: Listen to the clients' reasons for overpricing their home. Assure them that getting their home sold is your top priority and in order to do so, it should be priced competitively with other properties in the neighborhood. Facts and time will prepare the seller for the reality of a price reduction.

How to Avoid Overpricing a Home

To price the home right from the beginning, put the seller in the shoes of a buyer:

- **Weigh** the value and benefit of the home with the price suggested.
- **Compare** the seller's home with others in their neighborhood.
- **Show** them the prices of closed transactions and current listings in their neighborhood.

Objection: Your client insists that you cut your commission.

Solution: Understand why the clients might ask you to cut your commission: Is this the first home that they've sold? What are their expectations for the selling process? Commission is negotiable. Although asking you to cut **1%** of your commission doesn't sound like much, it is actually **33%** of your earnings! Explain to them how your business works and that you can't run a fundamentally sound business cutting your income by **33%**. By discussing your commission with your clients, you ensure that you're on the same page when it comes to your cut.

*44% of real estate agents and 25% of clients initiated the discussion to negotiate the agent's commission or fee.**

Objection: A buyer is frustrated because you haven't found their dream home.

Solution: Remind your client that buying a home is not a selection process; it's a process of elimination. When you visit homes, ask: What do you like/not like about this home? Can you see yourself living here? Would you like to write an offer? These questions help eliminate prospective homes from consideration until you and your client find a suitable home.

How to Help Buyers Make a Decision

When working with buyers, it's important to keep them fully engaged from the first meeting. Follow these three simple tips:

- **Qualify** the buyer before you begin looking at homes.
- **Understand** their location and price parameters. Where do they want to live and how much are they able to spend?
- **Get feedback** on every property they visit. Sometimes knowing what they don't like can help you zero in on what they do like.

*The average buyer viewed 12 homes and searched for 12 weeks before buying a home.**

*27% of sellers reduced the price of their home once, 14% reduced it twice, 9% reduced it three times and 8% reduced the price four or more times.**

