

5 Field-Tested Objection Handlers

The responses that keep a listing conversation moving instead of stalling it — word-for-word.

1. "I want to try selling it myself first."

"Makes sense — a lot of sellers want to see what's possible on their own first. Can I ask: what would make it worth bringing someone in — is it more showings, a stronger offer, or just less hassle? I'll give you my honest read on your situation either way, no pressure to use me."

Why this works: Don't argue with the instinct to try FSBO — validate it, then find the specific pain point that would change their mind.

2. "Your commission is too high."

"I hear that a lot, and it's a fair question. Rather than debate a percentage, let me show you what that fee actually buys — pricing strategy, professional marketing, negotiation, and handling every step of the contract. Most sellers find the net proceeds end up higher than doing it alone, even after the fee. Want me to run the numbers side by side?"

Why this works: Reframe from cost to net outcome. Always offer to show the math rather than just asserting it.

3. "I'm going to wait for a better market."

"Totally fair to want to time it right. Here's what I'd watch: [current rate/inventory trend]. Waiting can work, but it also means competing with more sellers if inventory rises. Want me to send you a quick market snapshot so 'waiting' is a decision, not a guess?"

Why this works: Don't argue macro-economics — offer information that lets them decide, which builds trust.

4. "We're going to interview a few other agents."

"Smart move — you should. Can I ask what matters most in that decision: track record, marketing plan, or just who you click with? I'll send over a short one-pager before you meet with anyone else so you're comparing apples to apples."

Why this works: Never badmouth competitors. Give them a comparison tool that keeps you in the conversation.

5. "We had a bad experience with an agent before."

"I'm sorry to hear that — that's frustrating, especially with something this big. Can you tell me what went wrong? I want to make sure that doesn't happen again, whether it's with me or anyone else

you work with."

Why this works: Let them vent fully before responding. This objection is usually about trust, not price or strategy.

This is a sample from Real Estate Agent Pro Suite's full 25-rebuttal objection-handling library. See the full library at realestateagentprosuite.com/pricing.