



### Description

Agents will role-play on handling objections during a listing presentation. Participating in this exercise will strengthen an agent's ability to think on their feet, respond with valid information to an objection, and listen to understand the homeowner's concerns.

### Facilitator Instructions

1. Prepare your meeting space.
  - a) Set up the room so agents can quickly move their chairs together in groups of two. Table space is not necessarily needed.
  - b) When instructed, agents will pair up; one will play the role of *agent* and the other the *homeowner*. Print a copy of the list of objections on page 2 for the *homeowner* in each group. Add additional objections as you see fit.
2. Role-play during your meeting.
  - a) Play the [Listing Objections Role-Play](#) video.
  - b) Pause the video when instructed and have the agents break into groups of two.
  - c) Pulling from the list of concerns and objections you provided (see page 2), the *homeowner* will either ask a question or state a concern to the agent. When answering, the agent should always consider "what's in it for the homeowner" as they define their responses to concerns or objections. The homeowner may wish to ask a clarifying question if they don't understand the agent's response.
  - d) Decide how long you wish to role-play and set a timer (15-20 minutes is suggested).
3. Wrap up your session. When time is up, bring the group together and resume the video or ask the following open-ended questions:
  - a) Agent Role: What is your biggest takeaway from this exercise?
  - b) Homeowner Role: How well did the agent respond to your concerns and objections?
  - c) Everyone: What objectives were the most challenging to respond to?

**NOTE:** If time permits, role-play a second time, having the agents switch roles.



# Listing Presentation Objection Handling

## Instructions

Partners will role-play listing presentation objection handling. Choose who will be the agent and who will be the homeowner (seller).

### Agent

- Listen to understand.
- Think about how your response benefits the homeowner.
- Respond to objections.

### Homeowner

- Refer to the list of objections below.
- Offer objections one at a time.
- Listen to the agent's response.
- Did the agent answer your objection?

## Homeowner (Seller) Concerns/Objections

- I heard about the lawsuits – do I have to offer compensation to the buyer's agent?
- I heard about the lawsuits, but I don't understand how they impact us.
- I think our home is worth more than you suggest.
- How do I know your marketing plan will effectively sell my home?
- Why should I choose you over another agent with more experience?
- I'm concerned about how long it will take to sell our home.
- We don't want to invest in costly repairs or renovations before selling.
- With the current economic uncertainty, is now the right time to sell?
- Will you do it for less?
- Houses are hard to buy; what if we sell and end up homeless?
- Interest rates are up. Why should I sell when I already have a great rate?
- We have a relative who will cut their commission for us.
- I want to wait.
- I'm afraid I won't have enough money to buy another home.
- You have a lot of listings. We want someone who can give us the attention we deserve.
- We think we should find a home we like before selling ours.
- We're interviewing other agents and would like to think it over.
- Another agent said they could get us more money.
- We like you, but you're the first agent we've talked to. We should probably interview others.
- Zillow told us our house is worth more than you're stating.
- We decided to save the commission and sell it ourselves.
- Let's list high; we can always come down later.
- You haven't sold any houses in our area.
- What do you do to sell homes?
- We will list with you if you reduce your commission.
- We are not ready; we want to fix the house up first.