



Description

Agents will role-play on handling objections when asking a potential buyer to sign a Buyer Representation contract. 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 buyer'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 *buyer*. Print a copy of the list of objections on page 2 for the *buyer* in each group. Add additional objections as you see fit.
2. Role-play during your meeting.
 - a) Play the [Buyer Presentation 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 *buyer* 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 buyer" as they define their responses to concerns or objections. The buyer 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) Buyer 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.



Buyer 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 buyer.
- Respond to objections.

Buyer

- Select 3-4 objections listed below.
- Offer objections one at a time.
- Listen to the agent's response.
- Did the agent answer your objection?

Buyer Concerns/Objections

- I heard about the lawsuits – who's responsible to pay your fees?
- I heard about the lawsuits, but I don't understand how they impact me.
- What if I don't have enough money to pay for your fee along with my inspections, down payment, and closing costs?
- I want to look at houses, but don't want to commit to a specific agent.
- I'm just gathering information for a friend, so I don't want to have a contract with you.
- I don't feel comfortable signing an exclusive agreement.
- Until I see a home I want to buy, I don't want to sign any exclusive buyer contract.
- Will you work with me for less?
- We have a relative who won't require us to sign a buyer agreement.
- No other agents are asking me to sign a contract.
- We're interviewing other agents and would like to think it over.
- We like you, but you're the first agent we've talked to. We should probably interview others.
- We decided to save the commission and represent ourselves when we buy.
- I'm not understanding why you're asking me to sign a buyer's agreement.
- I thought the seller paid your fees?
- We don't know you well enough yet to sign an agreement.
- We're considering several areas to settle down. We thought we would work with agents that specialize in each area.
- If I sign your agreement, will it prevent me from working with other agents?
- If we can't find a home we like, we'll probably rent an apartment. So, it doesn't make sense to sign a contract with you.
- When we find our dream home, we'll work with the listing agent because they will give us a better deal on the commission.
- What strategies do you use to make sure I get the best deal possible?
- What happens if I'm not happy with your services?
- Can I cancel the buyer-agent contract?