



Agent Role-Play

First Time Buyer Objection Handling

Best Practices: Agent Responses to Objections

- **Active listening:** Listen closely to the buyer's concerns _____, showing that you value their perspective.
- **Empathy:** _____ the buyer's feelings and demonstrate understanding of their situation.
- **Ask questions:** Use _____ questions to uncover the root cause of their objection.
- **Educate:** Provide _____ information about the home buying process, market conditions, and financing options.
- **Address specific concerns:** Offer facts and examples to _____ about affordability, quality, location, or timing.
- **Reframe:** Help buyers see the situation from a _____, such as viewing the purchase as a long-term investment.
- **Offer solutions:** Present _____, incentives, or creative options that can help overcome the objection.
- **Confirmation:** After addressing the objection, confirm with the buyer that they _____ and agree with your explanation.

First-Time Home Buyer Objections

Choose 1 or 2 questions to role-play today and practice your responses to the other questions on your own or with your manager.

1. I'm not sure if I can afford a home right now.
2. The market seems too competitive. I'm afraid I'll never win a bid.
3. I don't know enough about the home-buying process. It seems overwhelming.
4. What if I buy now and home values drop?
5. I'm not sure if this is the right location for me in the long term.