

# Price Reduction Script Pack

6 scripts and 4 objection handlers for listing price conversations

## Price reduction scripts

- 1 The market data opener. Use when two to four weeks on market with no offers.

[Seller name], I want to review where we stand. In the past [X] days, [Y] homes in your neighborhood priced between [low] and [high] have sold, with a median sale price of [Z]. Your home is priced [dollar amount or percent] above that median. Buyers touring in this range have other options, and the feedback we are collecting points to price. I want to talk about where we need to be to attract an offer.

- 2 The showing-feedback script. Use when three or more showings have returned price-related notes.

I pulled the feedback from every showing we have had. [X] out of [Y] buyers or their agents mentioned price directly. That pattern is consistent. The buyers who toured your home liked it. They are choosing a competing home that is priced [dollar amount] lower. Closing that gap gets those same buyers back in front of your listing.

- 3 The cost-of-waiting script. Use when the seller has a deadline, purchase contract, or relocation date.

Let's look at what waiting costs at the current price. Every 30 days the home sits, you cover [mortgage and taxes and HOA and maintenance], and the listing moves from "new" to "sitting" in every buyer's search. Buyers watch days on market and negotiate harder on listings that have been active a long time. A [dollar amount] adjustment now often nets more at closing than the same adjustment made 60 days from now, because you arrive at your next purchase on schedule.

- 4 The absorbed-inventory script. Use when competing listings in the same price band have sold.

When we listed, [X] other homes competed with yours at this price point. [Number] of those are now under contract or closed. The buyers who were actively searching in this range have made their decisions. To reach the next wave of buyers, your listing needs to reposition. I recommend [price]. That puts you directly in front of buyers searching right now.

- 5 The pre-negotiation reframe. Use when the seller expects buyers to negotiate down from the current price.

Buyers in this market who see a listing over [X] days arrive at the offer table expecting to negotiate 3 to 5 percent off. A proactive adjustment of [dollar amount] attracts a buyer who feels good about the price and writes a stronger offer. Waiting for an offer at the current price typically produces a lower number later, after additional carrying costs and with a buyer who uses the days on market as a negotiating lever.

- 6 The seller-goal anchor. Use when the seller has competing priorities or unclear motivation.

I want to make sure we are working toward your goal. When we listed, you said you needed to [close by a specific date / net a specific amount / move by a specific date]. At the current pace, that outcome is at risk. An adjustment of [dollar amount] repositions the listing and gives us a realistic path. What matters more to you right now: the current asking price, or closing by [date]?

## Objection handlers

### We spent a lot on renovations.

Those improvements make your home more appealing to buyers, and the challenge is that buyers price from comparable sales, not from renovation receipts. They will pay for what they see, up to the ceiling the comps support. The comparable sales are telling us the market ceiling for a home like yours is closer to [price]. Your upgrades help you sell at that number faster.

### My neighbor sold for [higher price].

That sale happened [X months] ago, when [interest rates were lower / inventory was tighter / demand was stronger]. Since then, [name the market shift specific to your area]. Today's buyers compare your home to what is active right now, and the current comparable listings are priced lower. We have to position for the market we are in, not the one from [season and year].

### Let's just wait for the right buyer.

That is an option, and here is the risk. Buyers and their agents monitor days on market. Once a listing crosses [45 or 60 or 90] days, the first question from every buyer agent is "what is wrong with it?" A proactive adjustment now keeps the listing in the "active and relevant" column. Waiting typically adds more cost than the adjustment itself, because you accrue carrying costs and lose the freshness window.

### I need the full price for my next purchase.

Let's protect that goal. The number that matters is your net proceeds: sale price minus closing costs, commissions, and any negotiated repairs or credits. If we adjust by [dollar amount], your net changes by roughly [net impact after costs]. Compare that to [monthly carrying cost] per month of additional holding, plus the risk of a lower offer later from a buyer using days on market as a lever. Would it help to run those numbers side by side before we decide?

Replace every bracketed field with real numbers from your MLS before the call.