

OVERCOMING REALTOR OBJECTIONS

- 1) **"My client wont pay that much"** - More often than not they are seeing how firm you are on pricing or they didn't convey the value to their clients. Try responding: I understand, just like you are an Extraordinary agent you provide value in what you offer. Sometimes they don't see the value so if you don't mind I would like to talk with your client and work out a custom plan to suit their needs and budgets.
- 2) **"I have a stager"** - Excellent they see value in our services. Try Responding: Excellent, I am so glad to see you are working with a stager. Should she be busy I would love to work with you as my teams days on market is only 15 days. *This is either personal stats or stats of your training companies team DOM. I strongly suggest being apart of a large company that shares stats as it will help you grow such as APSD has done for me.
- 3) **"I do my own stagings"** - Oh boy! If agents only knew how much money they could make if they focused on getting more listings over time in staging & counselling. You should show them the numbers! If it takes about 10-15hrs to pull together an entire staging of a vacant property for \$1600-4000 depending on home and market conditions and instead they spent that time prospecting and working on current leads they could earn \$14,000-\$30,000 which is where they should focus there time. They also look like a "jack of all trades- master of none"
- 4) **"I have used a stager before but had bad results"** - This is a great opportunity. The greatest thing you can do is acknowledge their concerns and respond accordingly. Try responding: I know, I have heard this before may I ask why it didn't work so I know exactly where things went wrong so I can ensure I am providing you a service at the highest level of quality service to you" and elaborate on your service systems.
- 5) **"Staging is too expensive"** - Typically when we hear this agents just don't see immediate value. They figure we rent the furniture out multiple times so it should be cheap right!? Wrong! We need to make a profit, cover costs, pay for our expertise etc. Try responding: I know, this whole industry is expensive isn't it!? But just like you being an Extraordinary agent and you charge what your worth we do too. When you think about it we are essentially moving in and setting up an entire home in a matter of hours where most home owners take weeks -months to get set up in a new home. We have refined systems and with our DOM of only 15 days our clients are more than happy to pay our fee. Also show the numbers using the RESA staging calculator app. *TRACK YOUR STATS!



TOP 3 WAYS TO GET THEIR ATTENTION



1. Under Promise & Over Deliver: *Never say you can do something if you can not. It will only let down your client and not instil confidence for proceeding meetings. Always under promise and over deliver. I like to over deliver on vacant jobs by adding a bathroom or a kids room staging at no charge to the client and it makes us memorable.*

2. Deliver a Good Product: *Let your work speak for itself. It will take time to build confidence but don't let that stop you. Practice, practice, practice with friends and family and always continue to learn, Read magazines etc.*

3. Offer Something Competitive: *This is the most important element to easily grab attention of Realtors / Clients. First determine your target market (who do you want to work with and be specific) and find out what means the most to them. From payment plans, service availability, service options, but at all costs avoid being the "cheap" stager because it's been proven time and time again that a business will not survive with low income producing streams.*

BONUS:

Network, Network, Network -You want to be EVERYWHERE your potential client is going to be. Realtor events, networking groups (BBC, BNI etc) associations, and trade shows. They need to see you 7 times to remember you and begin the internal mind process of using your services. Be confident, be genuine, be easy to talk to and above all have fun!



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