



OVERCOMING OBJECTIONS FOR ESTATE AGENTS



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Master Objection Handling In Real Estate

Objections are very common in the real estate industry, which is why understanding how to tactfully respond to your clients' concerns using empathy and knowledge is the key to overcome objections and move your client across the sales funnel. One of the best ways to overcome objections is to have a strategy to calmly address them. Remember, objections can occur at any point in the sales process so it's always good to be prepared.

The APAC Framework

To overcome objections, we suggest using the APAC Framework. This model has been around for ages but is still a very useful methodology. This framework follows **4 steps**:

Step 1 → Acknowledge

The first step is to acknowledge the client's concerns. This is done to rebuild rapport. Your clients' perceptions are their reality whether or not you agree with them. Acknowledging shows you understand that their objection is important and valid.

Step 3 → Address

Once you understand the clients' beliefs and concerns, you can address it by providing evidence to solve their issue.

For example, if the client says, "the price is just too high", addressing this issue would sound like "why don't we look at last sold transaction data and understand what property seekers have been paying for properties in the same building?".

Step 2 → Probe

This is the stage at which you ask questions, with the aim of finding the reason behind said objection. What was going on in the client's mind which led to the objection? Understanding the beliefs that are causing the objection is essential to overcome the issue.

Step 4 → Confirm/Close

The last step in this framework is to confirm that you have overcome the client's objection. This can be as simple as asking "does this answer any concerns you had with regards to this (objection/issue)?", or if the client is further along in the sales process you can ask "is there anything else preventing you from moving forward?"

The APAC Framework in practice:



Client

***I can't possibly move in here!
The walls are bright yellow.***

Agent



Acknowledge – *I fully agree, the walls are quite bright.*

Probe – *If you could repaint the property, what would that look like?*

(Client says she would like the colour beige)

Address – *What if I speak to the landlord and have him repaint the rooms before you move in?*

Confirm/Close – *Is there anything else that would prevent you from moving forward?*

In the below examples, we will be focusing on the first two steps in the APAC Framework, Acknowledge and Probe. This is where most agents tend to become reactive and make mistakes. In addition to this, these two steps help you understand whether the client has a genuine concern or is simply giving a reflex response. Starting the objection handling process by using empathy to acknowledge the client's concerns will set you up for a smoother interaction. When these two steps are completed, you can continue to follow the APAC Framework based on the client's responses.

OBJECTION 1

“We are just getting pricing information right now.”

With this objection, the client may feel that you have not yet provided enough value to move forward in the sales process. To overcome this, make sure you validate the client's feelings by acknowledging their objection and then show them that you are ready to provide them with anything they need to move forward, whether that's basic information, transaction data, or guides.



Client

You know what, we are just getting information right now.



Agent

Absolutely, a lot of people are calling about pricing information. I'm happy to share transaction data to show you how this area has been performing over the past months. May I ask, what made you call about this property?

OBJECTION 2

We've decided to wait

This objection may show that the client is feeling nervous about moving to the next step in the sales journey.

To tackle this objection, remember to acknowledge and then assure the client that you will guide them through this big decision and ensure they are getting the best deal.

Client

***You know what,
I am going to wait.***



Agent

I understand how stressful buying property is. Out of curiosity what exactly are you waiting for?



Client

Well, I think property prices are going to come down a bit and just want to wait a few months.



Agent

You know, a lot of people think this. The reality is that prices have been going up within this community. Has anyone shared last sold transaction data for the past few months so you can see what the actual trends have been? Would it be helpful if I sent that to you?





OBJECTION 3

Would you reduce your commission?

When faced with this objection, prove your worth to the client by explaining how your work will help meet their goals and save their money.

Reiterate that you are going to do everything in your power to secure the best price. Provide them with anything they need to move forward, whether that's basic information, transaction data, or guides.



Client

Can you reduce your commission?

Agent



I understand how this rate can seem high, real estate is a big purchase. Let me break it down into more manageable terms and explain why I can't take less. This is an AED 1M property. The commission is AED 20k. AED 10k comes to me and AED 10k goes to my broker. Agents who are willing to reduce their commission are not taking their job seriously (which is working for you).

Do you think an agent that is willing to reduce their commission would negotiate on your behalf with the seller?

OBJECTION 4

We are just looking right now

The client's timeline is not in your control. They may be looking for property months in advance but they have still shown interest in real estate.

Also, convey that you are ready to help with anything they need throughout the sales journey.



Agent

Are you free anytime this week for a viewing?



Client

I'm just starting to look; I don't want to commit to a viewing.



Agent

I fully understand, it's a great time to be looking for property! Tell me, what did you like about this listing in particular?

or

Absolutely, I am happy to provide you with any information or data you need to make this process easier. Have you had an agent explain the entire home buying process and current market conditions to you?



OBJECTION 5

Other agents are willing to take less

The truth is most of the time there are no other agents. Clients usually assume that they can find a cheaper agent, because they view real estate agents as service providers who offer different prices.

Your goal with this object should be to reframe the client's mindset. Show them that working with you is not a service but rather an opportunity.

Client



Other agents are taking lower commissions; I think I'll work with them.



Agent

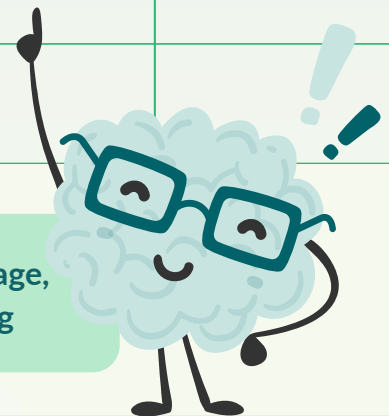
Thank you for being honest with me, I understand that you want to save money. I'm an honest agent myself, so there's a reason why I won't be lowering my commission. When I work with you, I intend to research and find you the most competitive deals in the market. I am also armed with transaction data and Area Guides to help educate you about the current market conditions. I promise to negotiate the best deal possible on any home you are interested in. If you want someone on your side for this journey who won't back down, I'm the agent for the job.

OBJECTION TRACKING WORKSHEET

Use this worksheet to outline the most common objections faced by you and your team. Practice how you would use APAC to respond to and overcome your daily objections.

Your most common objections	Acknowledge	Probe	Address	Confirm/Close
We are going to wait	I get that, buying property is a big decision	Out of curiosity, what are you waiting for?		
The price still seems too high	I understand, this is a big investment	What makes you think this is priced over Market Value?		

Based on answers during the probing stage, address the issues your client is facing



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