



## PRICE REDUCTION SCRIPT

1. \_\_\_\_\_ ... I made a terrible mistake when I listed your home ... can I explain?  
When I listed your home I wasn't strong enough on the price ... so ... I wrote  
down four solutions ... OK ... ?
  - 1) Reduce the price tonight by ( )% ( ) Great!
  - 2) Add an additional 1 to 2% commission for the selling agent! ( ) Fantastic!
  - 3) Extend the listing agreement to its original term ... ( ) Terrific!
  - 4) I'll have to give you the listing back ... \_\_\_\_\_ I know this is tough ...  
which of the four is better for you?
2. *Mr. and Mrs. Seller ... based on my knowledge ... it seems you're still the highest  
bidder for your home ... we need to go ahead and reduce the price by \_\_\_\_\_ ...  
tonight!*
3. *Hi \_\_\_\_\_ ... I'm calling in with your weekly update ... in the last 7 days, we've  
had \_\_\_\_\_ showings ... and \_\_\_\_\_ offers ... As we've discussed... it's time to ...  
reduce the price ... so we can create some activity and receive some showings.*
4. *On a scale of 1 – 10 ... 10 meaning ... We must move now ... 1 meaning we'll  
move only if we get our price ... where would you rate yourself in terms of your  
motivation to sell this home?*