Overcoming Objections\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Objection - “**I have to talk to my husband/wife first.”

**YOUR CLOSE:**

“I can understand how you feel.  By the way, we would need your husband’s/wife’s authorization anyway before we can actually approve you for the property.  However, if we go over most of the details and you fill out an application, I can hold the property for you and we can expedite getting you approved.  When your husband/wife does authorize the papers, we can get you happily moved in faster, plus you won’t have to worry about someone else renting the home.

Of course that is a major concern since the home is at an excellent rental rate and looking for homes to rent gets really old after a while, doesn’t it?

**By the way**……when where you looking to move in………?”

**OR**

**A back up close:**

“You may want to at least fill out an open application to get things started as, I am sure you’ll agree, that with over 100 homes for rent we will find you something and we can get you happily move in.”

**Objection - “**I need to get my security deposit back from the home I’m renting before I can put a holding deposit.”

**YOUR CLOSE:**

“So, what you’re concerned about is having the funds to make the transition work, isn’t that right?”

That’s a common problem in today’s tough economic times.  Let me share with you what several people have done to get the holding deposit.

There are a couple of options actually:

1. Some clients get a cash advance on their credit card for as little as $35.00.
2. You can borrow from your family for a couple of weeks.

Here is the reason why.  I think you’ll agree this is a great rent rate for the home and area.  If we don’t tie it up today with an application, tomorrow someone may come in ahead of you and rent the home.  Now you have to pay $25 or $50 more for the same type of home each month, that’s $600 more a year compared to only $35 now.  Even if you agree to pay your family the $35, $35 for $1,000 for 30 days is equal to your family getting 40% interest on their money.  That’s compared to 5% they may be getting at the bank.  That makes sense, doesn’t it?”

**By the way**, I need your initial……………

**Objection - “**We can’t fill out an application because we can’t make double payments for 30 days.  We would have to give notice first.”

**YOUR CLOSE:**

“I can see where you’re coming from but let me draw something out here to see if this would make sense….  Our problem is 4 weeks’ rent isn’t it?  Let me ask you a question.

“How many weeks could you make double payments for?”

(ANSWER “Maybe 1”)

Okay, let’s look at this:

4 weeks

-2 weeks (the owner will automatically give you)

= 2 that leaves 2 weeks, doesn’t it?

-1 Extra week the owner to pay

= 1 week you said you could pay

Here’s what I can do if you will invest 15 minutes and it won’t cost you anything.

You fill out an application, put up an application fee, then, I will call the owner before I run the application and ask them to extend it 3 weeks instead of 2 weeks.  That leaves us with just 1 week which you already agreed you could handle, right?  If the owner will not give the 3 weeks you will get your application fee back.  If he goes for it, you will have the home you want, at a great rent rate, and we can get you happily moved in, can’t we?”

**By the way**………who’s going to fill out the application?

There are good reasons why clients object to renting a particular house.  They may not see a benefit to renting it NOW.  Or, perhaps the client does not understand how this house can fill their needs.  At lease when a client is objecting, you have their attention.  This is your chance to be sure you have answered all of their questions or concerns.

Overcome the objections and answer how you would respond to a client in each situation described below:

“I have to speak to my spouse first.”

 “I need to get my security deposit back from the home I’m renting before I can place a holding deposit.”

 “We can’t fill out an application because we can’t afford to make double payments for 30 days.  We would have to give notice where we currently are first.”

**Closes, Tie Downs, and Alternative Choice\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Memorize the following closes, tie downs, and alternative choice questions to use at the appropriate time to increase your success in ‘closing the sale’.

**EMOTIONAL CLOSE**

Getting you happily moved in.

Looking at homes gets really tiring after a while doesn’t it?

We can find you a nice home in a nice area for the kids.

If we wait you could lose out on this excellent rent rate (This creates urgency)

**LOGICAL**

Did you want a 3 Bedroom or a 4 bedroom?

Do you like the Riverside area or the Moreno Valley area?

**TIE DOWNS**

Doesn’t it?

Wouldn’t you agree?

Wasn’t it?

Don’t you?

Isn’t that right?

**ALTERNATIVE OF CHOICE**

Which home did you want to fill out an application on the house on Bay or the one on Sylmar?

Are mornings or afternoons better for you?

I have an opening at 2:00 or would 4:00 be better?