

Commission Protection Power Language..... Negotiations In Action

Suggestions from John Hamilton

Eliminating the Commission Concession Request.....The Power of Risk Taking

- *"I suspect you've heard of or talked to agents who will cut their commission in order to get your listing."*
- *"Let me state right here at the start, I don't do that."*
- *"I'm a full service, full commission agent. Nobody works harder to sell your property, but I don't cut my fees."*
- *"That said, how would you like to proceed. Do you want me to leave now or do you want to learn more about my comprehensive marketing plan?"*

Answering the Seller Question, "How much do you charge?"Selling Value First

- *"My fee for counseling, marketing, negotiating and processing is ____ %"*

Defending your fees when the Seller's ask, "Will you cut your commission?"

- *"I can appreciate the fact that you'd want me to reduce my fees. I hope you can also appreciate that there is **no way** that I can accommodate that request."*

...Or.....

- *"I can't (cut my commission). I wouldn't want to risk losing your confidence."*
- *"If I can't protect my fee here as we begin this process, why would you hire me to protect your list price in the marketplace?"*

....Or.....

- *"Before I answer that questions, may I ask you this.....if the commission were not an issue who would you list with?"*
- *"You say you'd select me, why is that?"*
- *"Those are the very reasons I can't reduce my fees."*
- *(Alternative: What criteria are you going to use to select your listing agent?)*