



The Purpose of Feedback

Interpreting Feedback

When An Agent Says: The Agent Means:

- They say: “The Buyer thought the house was too small.” “The Buyer found larger homes for the same price.” They mean: “They liked it but bought another one.” “They found other houses that were better values.”
- They say: “They liked the house but bought a new home.” They mean: “Buyers will pay 10-15% more for a new house.”
- They say: “They didn’t like the carpet.” They mean: “Seller should replace carpet because of age or color.”
- They say: “They thought the yard was too small, the street too busy...” They mean: “They found other homes with larger yards and quieter streets.”
- They say: “They didn’t like the floor plan.” They mean: “They didn’t like the floor plan.”

Price objections are always clothed in different terms.

Make A Commitment: I will call the agents that are showing my homes.

Deadline: _____