

Objection Handling for Distressed Property Owners

Goal: Overcome resistance, build trust, and get them to speak with the closing specialist.

1. "I'm not interested."

✓Response:

"I totally understand, and I'm not here to pressure you into anything. I just wanted to offer some solutions in case you ever need them. Many homeowners don't realize they have options before it's too late. Would it hurt to have a quick chat and explore what's available?"

Follow-up response:

"Would it be okay if I sent you some free resources in case things change?"

2. "I already have it handled."

✓Response:

"That's great! Just to clarify, have you already secured a solution that prevents any financial loss or legal issues?"

Follow-up response:

"If anything changes or doesn't go as planned, my team specializes in getting homeowners the best possible outcome. Would you be open to a backup plan just in case?"

3. “How did you get my information?”

✓Response:

“I completely understand your concern! I work with public data sources that list properties flagged for [foreclosure, tax liens, probate, etc.]. My goal is simply to offer support to homeowners who might need it. If you’re all set, no worries—I just wanted to reach out in case you had any questions or needed options.”

Follow-up response:

“If you’d like, I can remove you from my follow-up list. But if things change, I’d love to be a resource for you!”

4. “I need time to think about it.”

✓Response:

“Absolutely! This is a big decision, and I respect that. Just so you have the right information, would you be open to a short, no-obligation call with my specialist? That way, you can make the most informed choice when you’re ready.”

Follow-up response:

“Would it help if I sent over some info so you can review it before we talk?”

5. “I don’t want to lose my home.”

✓Response:

“I completely understand, and that’s actually why I’m reaching out. My goal isn’t to take your home but to help you explore options that might allow you to stay in control of the situation. Let’s discuss a few solutions—would you be open to a quick call with my specialist?”

Follow-up response:

“There may be ways to stop the foreclosure or buy you more time—would it be worth at least knowing your options?”

6. “I don’t trust investors.”

✓Response:

“I hear that a lot, and I understand. There are people out there who don’t have homeowners’ best interests in mind. That’s exactly why my team focuses on ethical solutions that truly help people. I’d love to share some success stories—would you be open to a quick chat?”

Follow-up response:

“There’s no obligation, and I’d never ask you to do anything that doesn’t benefit you. Would you be open to at least exploring your options?”

7. “I need to talk to my family first.”

✓Response:

“That makes total sense! I’d love to provide you with all the details so you can have a productive conversation with them. Would it be helpful if my specialist answered your questions before you talk to them?”

Follow-up response:

“I can also send you some info to share with them—would that be helpful?”

8. “I’ll just list it with an agent.”

✓Response:

“That’s a great option in some cases! Have you already spoken with an agent? Many homeowners don’t realize that selling traditionally can take months and come with unexpected costs. I’d love to share an alternative that’s faster and avoids commissions—would you be open to a quick conversation?”

Follow-up response:

“If working with an agent is your best route, I fully support that! But before you commit, would it be worth exploring a no-cost, no-obligation alternative?”

9 “I don’t want to be bothered.”

✓ **Response:**

“I hear you, and I respect your time. My only goal is to make sure you have access to all possible options before making a decision. If you’d rather not talk now, would it be okay if I check back in a few weeks just to see if things have changed?”

Follow-up response:

“I can also send you some info so you have it on hand if needed. Would that be okay?”

10. “What can you offer me?”

✓ **Response:**

“Great question! Every situation is unique, which is why I’d love to connect you with my specialist. They can walk you through different options and help find the best solution for you. When would be a good time for a quick chat?”

Follow-up response:

“We can often help homeowners walk away with cash in hand and no stress — would it be worth a few minutes to explore how we can help?”

Pro Tips for Success:

✓ **Stay Calm & Confident** – Objections are normal; don’t take them personally.

✓ **Keep the Conversation Flowing** – Use follow-up questions to keep them engaged.

✓ **Focus on Helping, Not Selling** – Make it clear you’re a resource, not a salesperson.

✓ **Always Offer a Next Step** – Aim to schedule a follow-up call, send information, or check in later.