calque

Overcoming Common Objections

Practical scripts to handle client concerns effectively



OBJECTION #1

What if my home doesn't sell on the open market?

Reduce Risk with a Guaranteed Backup Offer	Calque will buy the home for the Guaranteed Backup Offer (GBO) if it hasn't sold within 180 days. **If we resell the home for more than we paid, we will return the net profit to your client after expenses***
Our Goal	Enable homebuyers and their agent to sell the departing residence on the open market for full value.

*Notes: * Including but not limited to the purchase price, commissions, interest, taxes, title and other fees*

OBJECTION #2

The Guaranteed Backup Offer is too low.

Overcome "Low Offer" objections	The GBO is a **backup offer** to facilitate the Buy Before You Sell process. **Calque purchases less than 2% of homes.** Remember, lower GBO = **lower fees!**
Our Goal	Provide security and support for homeowners during the sale process through a reliable backup option.