



# **7 Scripts And Dialogues**

To Help You Secure Higher Fees

A real estate training guide by Aaron Shiner & Iain French

# These are the 7 key scripts and dialogues to protect your commission and secure higher fees.

Aaron shares 7 of his top scripts and dialogues to help you protect your fee and negotiate a higher commission. The next time a seller challenges your fee, you'll have ALL the answers. These brilliant scripts will not only help you win the fee you deserve, they will help your seller understand exactly why YOU are the BEST agent to help them sell. Most agents are forced to accept lower - so implement these scripts & dialogues into your business and get paid what your worth.

The number one rule to remember in fee negotiations:

***If you're going to charge more than your competitors, you must bring more. Add more value - and be prepared to say NO if what the client is willing to pay is not in line with your operating standards.***



## Dialogue #1 – Fair go fee

**VENDOR:** *"Other agents are doing it at 1% less then you, why should I give the job to you?"*

**AGENT:** *"Look, let's get under way at my fee, and if I don't deliver everything I said I would I renegotiate my fee then, but your already trying to penalize me before I get started. If I do a good job, pay me a good fee, if I do a poor then pay me a poor fee. DOES THAT MAKE SENSE?"*

## Dialogue #2 – Don't lose 10% for 1%

*"Better to allow for me an extra 1% on my success fee today, than to lose 10% on your sales price tomorrow".*

## Dialogue #3 – Why you're worth it

*"If our fees weren't different, who would you hire? Why is that? Well if we are better, wouldn't you expect to pay a little more?"*

## Dialogue #4 – Highlight your negotiation skills

*"You should be hiring an agent for their negotiation skills, not their discounting mentality!"*

## Dialogue #5 – Three things people want in an agent

*"Mr. and Mrs. Seller, most people look for three things when they are choosing an agent. Number one, they are looking for quality, which is the final result. Two, they are looking for great service and number three, they are looking for the best deal on commission. I'm yet to find a company that can provide the finest quality and the best service for the lowest price. I'm curious, for your long-term happiness, which of these three things would you be most willing to give up? Is it quality? Is it service? Or is it a low price or deal on commission?"*



## Dialogue #6 – This is about the best agent

*"Is your feeling today about winning a negotiation on fees, or is it about hiring the very best agent for the job, because they are two very different things"*

## Dialogue #7 – You're not the cheap agent

*"You are trying hire me at the price of the agent you don't want to use"*

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