

SELLER SCRIPT: PRICING STRATEGY VS. PRICING EMOTION

How to guide sellers from emotional pricing toward a confident, market-driven strategy.

Step 1: Start With Empathy and Acknowledgment

Agent: I completely understand how much this home means to you — and how important it is to get the value it deserves.

Every seller has two prices in mind:

- The one that feels *right* emotionally, and
- The one the *market* will bear financially.

My job is to help bridge those two numbers — with facts, strategy, and care — so we protect your goals while moving efficiently toward a sale.

Step 2: Reframe the Purpose of Pricing

Agent: The price we choose isn't just a number — it's a strategy.

We're not pricing your home to start high and hope. We're pricing it to compete, to attract attention, and to create leverage.

Because the market doesn't reward optimism — it rewards preparation.

Step 3: Use Logic to Shift the Focus

Agent: The challenge in today's market is that buyers have access to every listing, every photo, every comp.

If they don't see the value in the first few seconds online, they scroll past — no second chances.

That's why we want to position your home where the *most qualified buyers* will see it, not just where it feels best to start.

Step 4: Calmly Introduce the Data

Agent: Based on the most recent closings and current inventory, homes like yours are selling between \$X and \$Y.

If we list above that, we'll likely attract curious neighbors — not serious buyers.

If we list within that range, we'll create momentum — and that's what leads to stronger offers and faster results.



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Step 5: Gently Address Emotional Equity

Agent: I know this home has incredible memories — and that adds a lot of personal value.

The challenge is, buyers can't see your story — they see square footage, upgrades, and location. My role is to make sure the emotional value you've built here translates into *market value* that buyers will actually pay for.

I want you to know that we'll review the numbers together regularly. If the market shifts, we will be prepared — not reactive.

My entire approach is about protecting your timeline and your net, not rushing to the bottom.



Use this as a guide, not a script to memorize. Adapt it to your voice and your client's personality.
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