

Overcoming Objections with Zillow Seller Connections

Although Zillow works diligently to engage high-intent sellers and equip them with valuable information before connecting with you, it is possible that you may encounter various objections when seeking an appointment.

Use these helpful tips to overcome objections to **timeline, value, accidental inquiry, and extenuating circumstances** to successfully meet with potential seller clients.

Objections to Timeline



“I don’t plan to sell for another 6 months, so it’s too early for you to come by.”

Example: Viewing your home as early as possible will enable me to look at your home through the eyes of a buyer and provide suggestions on staging or areas that may need to be improved prior to listing your home. This will help prepare you for the market, plan more effectively, and avoid last minute decisions when you are ready to sell. When is the best time for me to come take a look at your home?

“I’m not interested in selling right now but may be interested in the future. I’ll call you when I’m ready.”

Example: When you are ready to sell, I will be more than happy to assist you. In the meantime, I can provide you with valuable market updates, insights, and quarterly reports to keep you informed about the local real estate market. Whether it's understanding current market trends or providing advice on home improvements that can increase your property's value, I'm here to provide support and be a resource for you. Feel free to reach out when you're ready, and we can discuss your future plans in more detail. I am also happy to schedule a virtual or in-person meeting to discuss more about your home selling goals - even if selling is just an idea at this stage.

Objections to Value



“I have a Realtor friend that I’m going to be working with, so I don’t want to waste your time.”

Example: This appointment will provide you with a second opinion on a competitive list price for your home and will equip you to make a fully informed decision. In our appointment we will discuss the services and marketing I can provide as well as comparable homes in your area. Is there a day or time this week we can meet and discuss?

“I just wanted to know the value of my home. I want to sell it as a For Sale By Owner (FSBO).”

Example: I understand why you would consider that as an option, however, by selling your home as the owner, you might be leaving some money on the table. If you’re open to it, I would love to meet you at the property to give you a better evaluation than I can without seeing the property. No decisions would have to be made, but that would give you a better idea of what I’m able to offer you. Is there a day or time this week we can go over the details on pricing strategy?

“I want to sell as-is and to an investor.”

Example: The difference between me and an investor is that their job is to buy the house low and sell high. My job is to help YOU sell the home for as much as you can. As a Zillow Preferred Agent partner, with expertise in [MARKET NAME], I can consult you on the value of your home and what you could receive on the open market. Is there a day or time this week I can come see the property to let you know what it could be worth?]

“I don’t want to meet anyone, I just saw my value and I am not ready to make any decisions.”

Example: As a listing agent, my goal is to provide you with accurate and up-to-date information about your home’s value and the selling process. In order for me to be able to provide an accurate assessment, it will be key for me to stop by and take a quick tour of the property. The value that you received from Zillow was based off of public records. As a professional, who has local market knowledge and expertise, I will account for updates and upgrades. When you’re ready, I’ll be happy to come by at no-obligation to you. Is there a time there I can pop by to take a look? I will be in your area at X time tomorrow afternoon if that works for you?

Objections to Value



“What is the difference between selling to OpenDoor directly vs. through a Zillow Preferred Agent?”

Example: As a listing agent who is partnered with Zillow, I provide personalized service, tailored marketing strategies, and expert negotiation skills specific to your property and goals. Selling directly to Opendoor may offer a streamlined process, but it can limit your control over pricing, negotiations, and marketing strategies. When we work together, you'll have my guidance throughout the entire selling process, ensuring that your best interests are represented and maximizing your net proceeds. If that sounds of interest to you, I would love to connect either virtually or in-person. When is the best time this week or next for us to meet?

Accidental Inquiry



“I just clicked on a button on Zillow. I did not want to talk to anyone.”

Example: I am a local agent partnering with Zillow to help homeowners interested in selling their home or wanting market information. As a listing agent in [MARKET NAME], I'm here to provide you with personalized assistance and guide you through the process of selling your home. Let's discuss your specific needs and I can provide you with a no-obligation comprehensive analysis of your property and the current market conditions in the area. If you change your mind on wanting to work with a local expert on selling, I am happy to set a no-obligation in-person or virtual appointment.

“I only want to know what my house is worth, I am not interested in selling it.”

Example: Understanding your home's value is an important first step in the selling process. As a listing agent with expertise in [MARKET NAME]'s real estate market, I can provide you with a detailed Comparative Market Analysis (CMA) that takes into account factors such as recent sales, market trends, and the unique features of your home. This will give you a more accurate estimate of your home's worth. Additionally, I can offer insights and recommendations for maximizing your home's value and marketing strategies when the time comes for you to list it.

Accidental Inquiry



“How did you get my contact information?”

Example: You requested information on the pricing of your home by visiting your home on Zillow and selecting a button to ‘unlock your offer’. After answering some questions about your home, you expressed interest in selling with a local agent. From there, your contact information was shared with me, a Zillow Preferred Agent Partner who specializes in listings in [MARKET NAME]. I am dedicated to helping prepare your home for the market, in order to maximize the sale price of your home. The best way for us to gauge an accurate estimate for your home value would be to arrange a viewing and review your options – are you interested in learning more about the process?

“I only want to know how much you’re going to charge me to list my home.”

Example: I understand that fees are an important consideration when choosing a listing agent. As a listing agent in [MARKET NAME], I offer a range of services tailored to meet your needs. Let’s schedule a time to discuss your goals and requirements in more detail, so I can provide you with a pricing proposal that aligns with your objectives. Is there a day this week or next that works best for you?

“I saw a similar home that sold for X amount, I want to know if I would get something similar for my home.”

Example: It’s great that you’re keeping an eye on the local market and seeing what similar homes are selling for. While those sales can provide a general idea of the market, it’s important to conduct a thorough analysis to determine your property’s specific value. Factors such as the condition, location, and unique features of your home can influence its worth. As an experienced listing agent in [MARKET NAME], I can provide you with a comprehensive Comparative Market Analysis (CMA) that takes into account all relevant factors and recent sales, allowing us to determine a fair and accurate listing price for your home. When is the best time for me to come take a look and discuss what your home could potentially sell for?

“I only want to get comparisons for tax purposes.”

Example: As a listing agent, I have access to comprehensive real estate data and can provide you with a detailed report of comparable sales in your area for tax purposes. This can give you the necessary information.

Extenuating Circumstances



“I have a tenant in the home, I don’t live locally, I don’t plan to be there for a couple of months.” And/Or “I don’t want my tenant to know that I’m thinking about selling.”

Example: No problem, we can schedule a virtual listing appointment. This way we can meet and I can walk you through steps of listing your home with or without a tenant in the property. We can also go over comparable homes in the area to get you prepared for listing your home. What is a good day and time for you this week to schedule the virtual appointment?

“I’m not the sole owner of the property, so this is a tricky situation. Not sure how to proceed or what the timing will look like.”

Example: I would like to schedule a time to meet with you and the other owner(s) to go over next steps in selling and discuss a potential list price. I will also develop a net sheet so that you will see what your bottom line is and plan your next steps once this home sells. If meeting with you both at the same time isn’t comfortable, we can meet individually or set up a virtual meeting if that works best. Is there a day/time this week that would work for us to connect further?



Want to practice and role play some of these objections?

Reach out to your Growth Advisor for support.