

Seller Price Objection & Answer Sheet

Objection: "I want to price my house higher."

Answer: I completely understand — every seller wants to maximize their price. The challenge is buyers set the market, not us. With the EZ Platform, we don't have to guess at the right number. We strategically position your home so the market competes openly, driving the price up to the highest net for you.

Objection: "If we price lower, won't I leave money on the table?"

Answer: Not at all. On the EZ Platform, pricing competitively attracts the largest pool of buyers, which creates urgency and competition. That competition is what pushes your price higher. Overpricing upfront kills momentum and limits your buyer pool.

Objection: "But I've seen other homes listed higher."

Answer: Many homes are listed high — but they often sit unsold or sell for less after price cuts. With the EZ Platform, we don't have to play that waiting game. We create transparency, urgency, and competition from day one, protecting your time and maximizing your net.

Objection: "What if I still want to test my price?"

Answer: We can absolutely test it — but here's the difference. With the EZ Platform, if it doesn't generate strong activity within 7–10 days, we adjust immediately while buyers are still watching. That way, you never lose momentum and you stay in full control.

Objection: "What makes the EZ Platform better than traditional MLS?"

Answer: With traditional listings, you hope buyers show up. With the EZ Platform, you get all the exposure of MLS PLUS transparent bidding, targeted marketing, and the ability to choose your commission structure. There's no downside — you sell faster, for more, and maintain control.

Become an EZ Agent:

The EZ Platform gives you the power to stand out from other agents. Turn any pricing question into a clear advantage for your clients when they list the EZ way with you. Take the certification course (free!) and join agents like Joy who are standing out from the competition with the EZ Agent USP.

Enroll free at agents.ezrealestateplatform.com/MakeltEZ