

A close-up photograph of a person's foot wearing a brown leather boot with laces, stepping down on a crumpled piece of white paper. The paper is being crushed under the boot's sole, and some dark soil is visible around the base of the paper. The background is a dark, textured surface, possibly dirt or gravel, with some small green plants visible. The overall tone is dark and gritty.

HOW TO CRUSH BUYER OBJECTIONS

Go from STUCK to SOLD



@KristiJencks



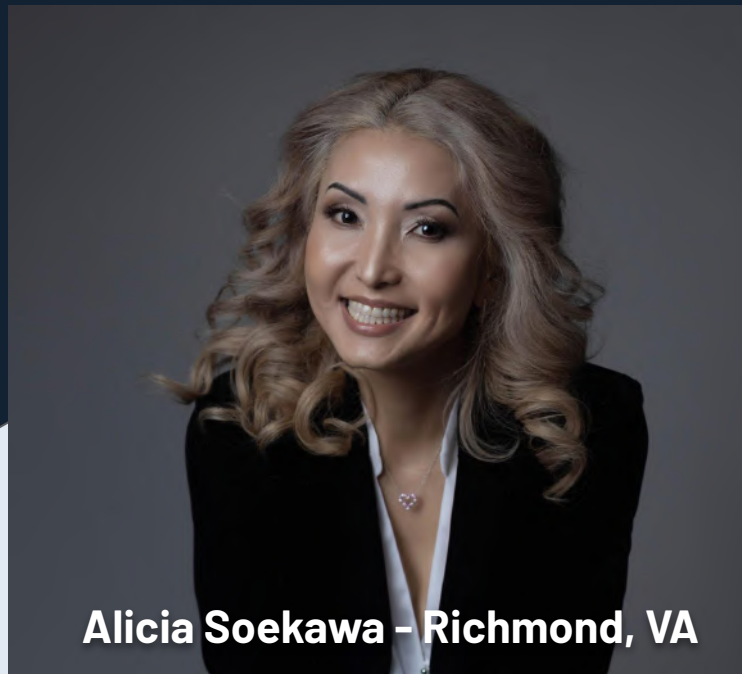
kristijencks.com



kjencks@yourcoach.com



Kristi Jencks – Gilbert, AZ



Alicia Soekawa – Richmond, VA



@Alicia.RVA



@TheEmpoweredWomanwithAlicia



asoekawa@yourcoach.com

What are buyers *actually* thinking about in 2025?

They're not just browsing Zillow at midnight—they're stressed, skeptical, and more informed than ever.



We asked Grok to dig into buyer sentiment online...

Here's what it found:

1. Buyers feel their wealth is down 20-30% from economic fear.
2. They're calling 6.84% rates "insane."
3. They see \$398,400 median prices and say, "homeownership is for the rich."
4. Inventory? They say "it's a ghost town," even though there's 3.5 months of supply.



BUT HERE'S THE TRUTH:

**These objections aren't roadblocks.
They're signals. And the agents who
decode them are the ones winning the
clients—and the closings.**

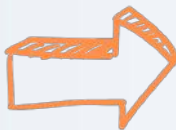
Let's Decode the Six Main Buyer Objections

1. "Homes are too expensive."  They feel locked out. \$398K median feels like fantasy land.
2. "Rates are a deal-breaker."  6.84% has them frozen—waiting for a miracle.
3. "There's nothing to buy."  3.5 months of inventory, but buyers say it's all bidding wars and heartbreak.

 **Pro Tip: These aren't objections. They're invitations to lead.**

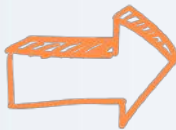
Let's Decode the Six Main Buyer Objections

4. "I don't trust the economy."



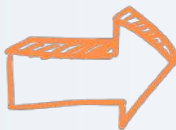
Tariffs, layoffs, instability—they feel it all deeply.

5. "I don't have enough for a down payment."



First-time buyers are feeling defeated.

6. "These homes are money pits."



They're inspecting *everything* and trusting *nothing*.



Pro Tip: These aren't objections. They're invitations to lead.

From 1000WATT's research:

55% of renters want to buy—but think they can't.

Only 27% of those blaming rates even know what current rates are.

Control—not wealth—is the new motivation. 36% want a space that's theirs.

That means the real conversation *isn't just about numbers.* It's about power, independence, and agency.




A man and a woman are shaking hands on a green lawn in front of a large, two-story house with a grey roof and white trim. The man is wearing a light blue button-down shirt and brown trousers. The woman is wearing a dark blue floral dress and white sneakers. They are both smiling at each other. The background is slightly blurred, showing trees and a clear sky.

It's not about "what to say," but what to do next—how to educate, reframe, and move a buyer from stuck to sold.

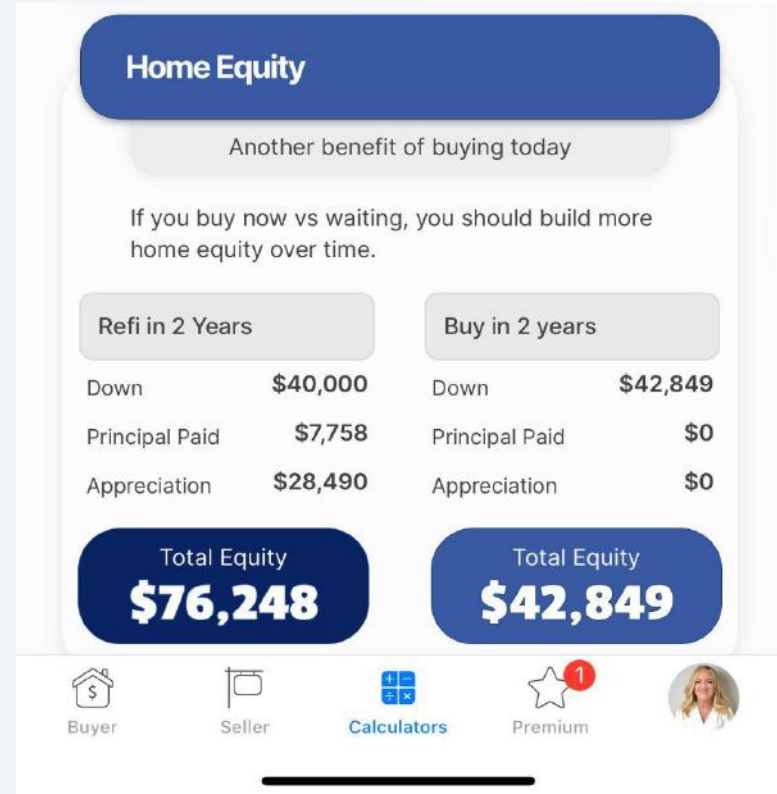
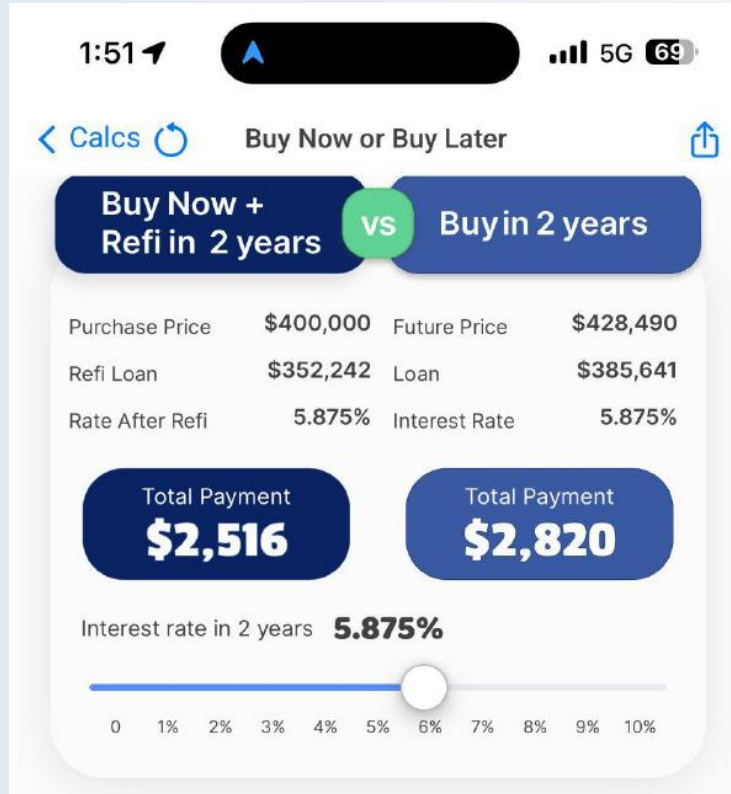
Use the Empathy → Pivot with Purpose → Action Strategy framework

"Rates are too high"

 Buyer Sentiment:
"6.84% is a trap," or "I'll wait it out."



The Buy Now or Buy Later Calculator from Palm Agent



USE THIS SCRIPT:

"RATES ARE TOO HIGH"



"Worried about locking in high? Totally valid.

But what if waiting meant paying more because prices rise when rates fall?

What's most important to you about buying now?"

PIVOT WITH PURPOSE:

"RATES ARE TOO HIGH"



"Would you be open to exploring programs that make payments more comfortable today?"

STRATEGY FOR SUPPORT:

"RATES ARE TOO HIGH"

- Break down rate buydowns and ARMs with visuals.
- Run a "cost of waiting" side-by-side scenario showing how delayed buying could cost more. – looking at if prices gradually increase over time – even if it just a modest 2-3% increase, the same house will cost more in 2 years and no guarantee the rate will go down to a point that makes sense.
- Connect them with a lender for a personalized plan with rate options, not just rate talk.
- Promote your "Rate Relief Plan" in your social and buyer consults.

"The economy is scary"

🔍 Buyer Sentiment: My wealth is down," or "I'm afraid to commit."



The Buy Now or Buy Later Calculator from Palm Agent

1:51

5G 69

< Calcs

Buy Now or Buy Later

Buy Now

Appreciation

Buy Now - \$400,000

Loan - \$360,000

Rate - 6.875%

Total Payment

\$2,867

Bring to Close

\$51,784

P & I

\$2,365

Down

\$40,000

Taxes

\$238

Prepays

\$3,789

Insurance

\$130

Fixed Costs

\$7,995

PMI

\$135

Detailed Closing Costs

Buy Now

Appreciation

REFI

Home Appreciation

Home appreciation refers to the increase in the value of a property over time.

Estimated Future Value

\$428,490

- 2 +

Years

Current Value

\$400,000

Appreciation Rate

3.5%

Years

2

Appreciation Total

\$28,490

Do you think home prices will Appreciate or Depreciate over the next few years?

Appreciate

Depreciate

Appreciation Rate +3.5%

0 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

USE THIS SCRIPT:

"THE ECONOMY IS SCARY"



"There's a lot going on, no question.

*what if owning helped you protect against
rising rents and gave you a stable asset when
things feel shaky?"*

PIVOT WITH PURPOSE:

"THE ECONOMY IS SCARY"




"Would it be helpful to see how housing performs in economic downturns?"

STRATEGY FOR SUPPORT:

"THE ECONOMY IS SCARY"

- Share visual market history (appreciation, foreclosure rates, etc.). Utilize KCM graphics
- Run a "recession-proof your rent" workshop or webinar.
- Use storytelling: past clients who bought during uncertainty and are now thriving.
- Offer a Housing Stability Report (local market data + forecast).

“Homes are too expensive”

 Buyer Sentiment:
“Only the rich can buy,”
or “affordability is dead.”





Real Life Example 1:

Past client rented the same one bed/one bath apartment for 35 years. When she finally bought, she realized she could have owned a home outright.

Real Life Example 2:

Another client bought a condo in the same building she was renting in for 2 years – she was getting nervous when the time came close to buy and she added up just the rent for 24 months and what that cost was. She paid \$2000/month it quickly made her realize she needed to buy.

USE THIS SCRIPT:

"HOMES ARE TOO EXPENSIVE"



"It sounds like you're feeling boxed out. What do you know about how renting compares to owning over time?"

Imagine owning where every payment builds equity while rent keeps rising. Would it help to explore programs that make owning more affordable?"

PIVOT WITH PURPOSE:

"HOMES ARE TOO EXPENSIVE"



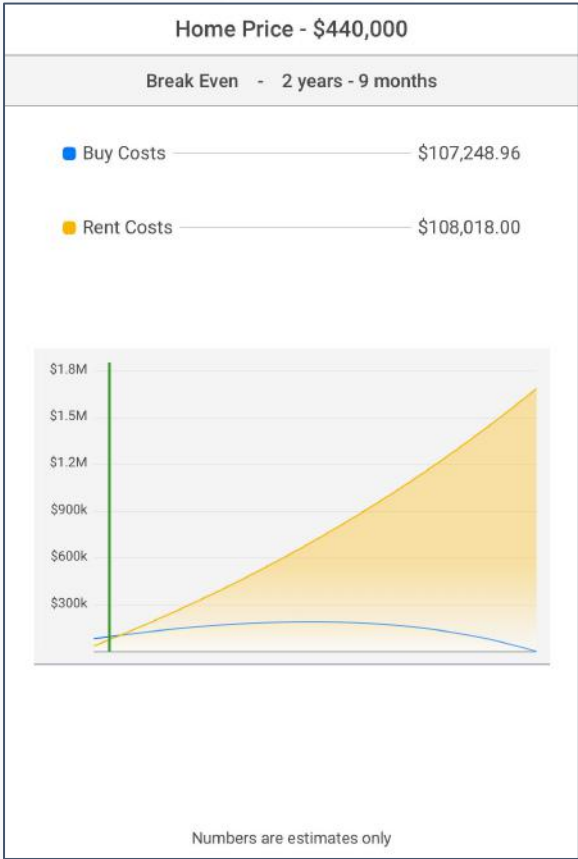
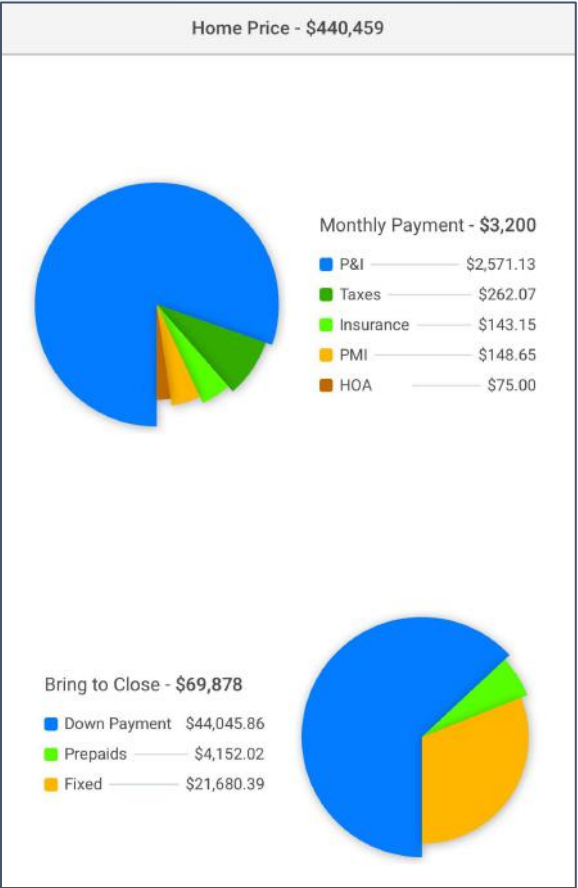
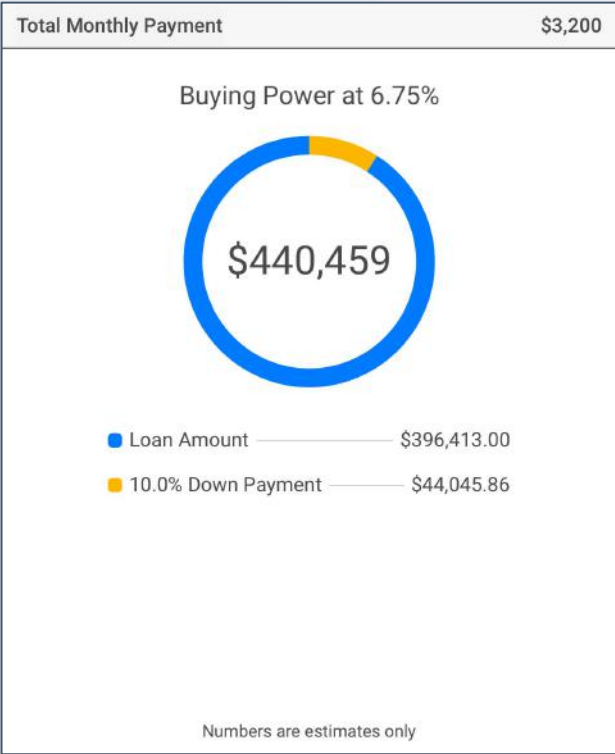
"Would it be helpful to explore what owning looks like at your current rent budget?"

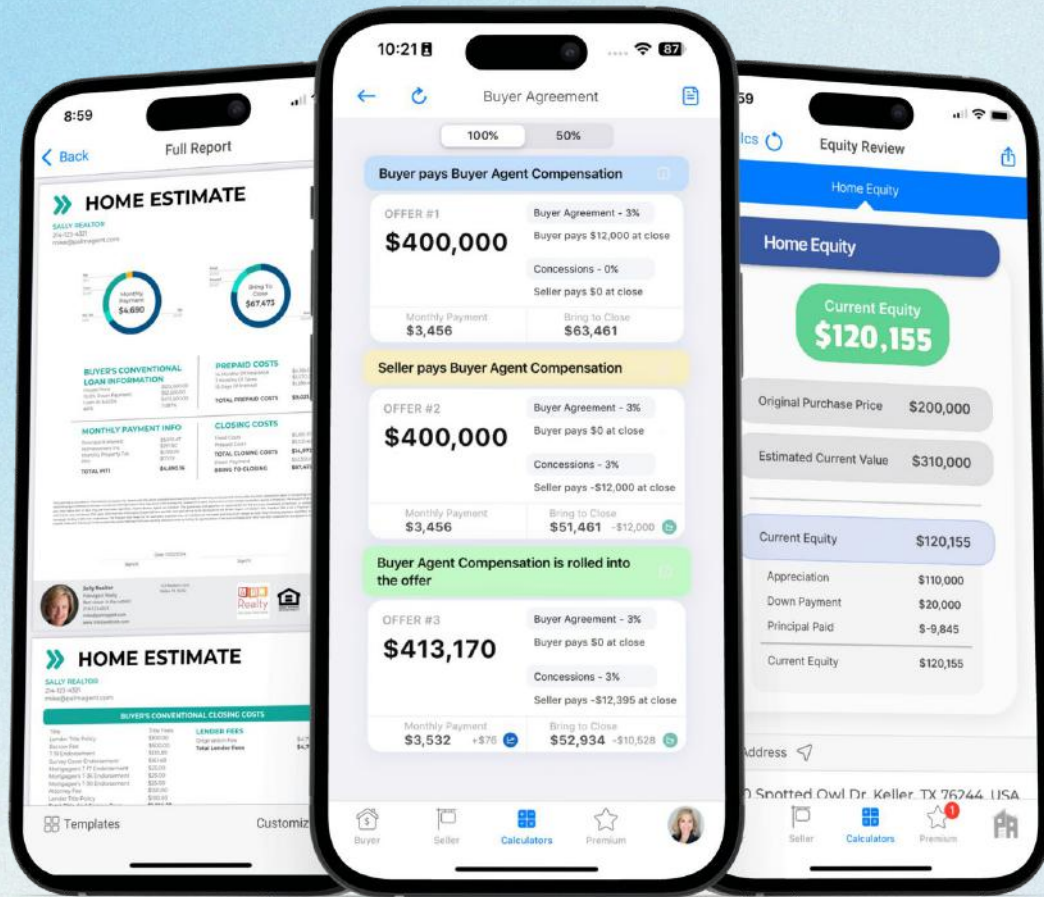
STRATEGY FOR SUPPORT:

"HOMES ARE TOO EXPENSIVE"

- Create a rent-vs-own calculator (bring it to every buyer consult).
- Highlight real client stories with affordable programs.
- Partner with lenders to pre-qualify clients based on monthly budget, not price tag.
- Offer a "First-Time Buyer Power Hour" with financing Q&A.

Rent Vs Own Calculator from Palm Agent





Powered By

PalmAgent

Real Estate's #1 Closing Cost App



Scan to Download

Empowered Agent Wrap-Up

Every buyer concern is a signal that they need **leadership**, not pressure.

When you pause and pivot with purpose, you move from “salesperson” to “**trusted guide**.”

Remember: Scripts spark connection, but it's your strategy that builds conversion.

Objections aren't obstacles—they're opportunities.





Your Action Plan

1. Choose ONE objection to focus on this week.
2. Use the Empathy → Pivot with Purpose → Action Strategy framework.
3. Practice one script using the builder tool—make it your own.
4. Book at least one buyer consult this week using this approach.
5. Share your results with your team—or tag us online. We want to celebrate your win.
6. Download the Resource



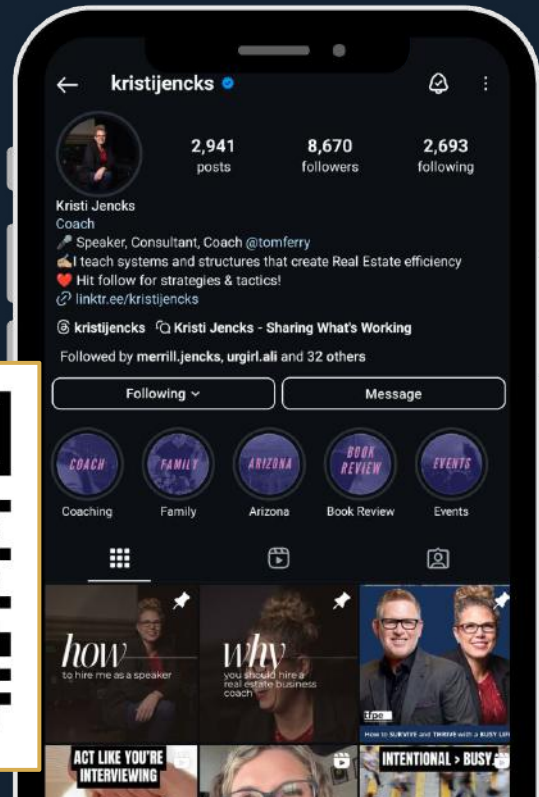
**You don't rise to the level of your
motivation. You fall to the level of your
preparation.**

So prepare well—and then go lead.

Want the resource? ✨ Follow these steps:

1. Scan to open my Instagram profile @kristijencks
2. Hit that follow button :)
3. DM me "SPRING" on INSTAGRAM

Scan to
open
Instagram





@KristiJencks



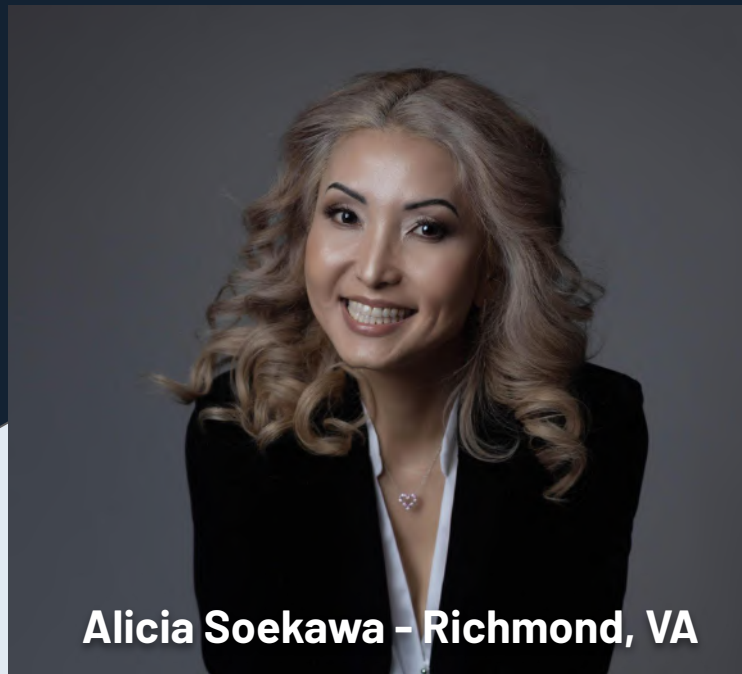
kristijencks.com



kjencks@yourcoach.com



Kristi Jencks – Gilbert, AZ



Alicia Soekawa – Richmond, VA



@Alicia.RVA



@TheEmpoweredWomanwithAlicia



asoekawa@yourcoach.com