

# A Guide to Handling Objections: **What to say**



## **Objection: "I don't pay any splits / I am 100% commission"**

### **Key Questions to Ask:**

- Do you pay a split until you reach a cap, or a flat fee every month?
- Would you be open to comparing side-by-side costs of doing business per year?
- Is it more about what you pay or what you net?

### **Sample Script:**

"That's fantastic! Let's shift our focus away from the split and look at your self-investment and growth. What opportunities are you prioritizing for the future? At eXp, while we have a split structure, you have the ability to be at 100%. Plus, we offer wealth-building opportunities that you may not have access to at your current brokerage."

---

## **Objection: "I don't pay any desk fees"**

### **Key Questions to Ask:**

- Do you pay your broker a flat fee every month?
- What's more important: how much you pay or how much you keep?

### **Sample Script:**

"I'm glad to hear that! Desk fees sound outdated these days anyway. Let's discuss how much you're currently investing in passive income, lead sources, and technology that helps you grow."

---

## **Objection: "I like having an office"**

### **Key Questions to Ask:**

- What do you like most about having a physical office?
- Have you ever done a listing appointment in an office?

### **Sample Script:**

"Me too! My favorite office is wherever it's convenient for my clients. Meeting them on their level—in a coffee house, hotel lobby, or their home—shows them you care. Plus, with eXp, you have access to Regus office spaces and eXp Success Spaces. It's about flexibility, not being tied to one space."

## **Objection: "I'm concerned about support without a physical office."**

### **Key Questions to Ask:**

- How often do you find yourself needing in-person support?
- Would having access to support any time you need it (without travel) be of value to you?

### **Sample Script:**

"That was one of my concerns too! But at eXp, support is just a click away. In our virtual office, you have access to a team of brokers, 24/7 assistance, and resources that actually speed up response times. And our training resources are available around the clock. If you're open to it, I can walk you through what this support looks like—right from where you're sitting."

---

## **Objection: "eXp has no presence in my market"**

### **Key Questions to Ask:**

- Would you rather be a leader in a market or a follower?

### **Sample Script:**

"That's actually an opportunity! When agents discover the power of eXp, they often become market leaders. Let's talk about how you can leverage being first in your market to build something amazing."

---

## **Objection: "The commission split isn't as good as what I have now."**

### **Key Questions to Ask:**

- What's your goal for net income at the end of the year?
- Would you be open to exploring a model that could allow you to keep more of what you earn?

### **Sample Script:**

"I totally understand why commission splits are important; they're a big factor in our business. But I always ask: what's more important—how much you pay or how much you keep? At eXp, it's not just about the split; it's about the systems, tools, and opportunities to add income streams. Many agents find they end up netting more overall, thanks to resources that elevate their business. Let's take a closer look to see if we could do the same for you."

## Objection: "I'm happy with my current setup; I've built a solid network here."

### Key Questions to Ask:

- Are you open to expanding your network without sacrificing the connections you've already built?
- How would it benefit your business to have access to a nationwide (or even global) community of agents?

### Sample Script:

"I completely respect that! Having a strong network is invaluable. At eXp, one of the biggest advantages is that you don't lose your connections—you can actually expand them. With eXp's national and global reach, you'll be part of a network that opens doors across borders, all while strengthening your current relationships. Think of it as a way to enhance your existing network."

---

## Objection: "eXp has already had its big run; I think I missed the boat."

### Key Questions to Ask:

- Would you prefer to join a company that's already proven or one that's still finding its footing?
- If you knew there was still significant growth ahead, would it change how you feel about the timing?

### Sample Script:

"I totally understand that feeling, but the timing may actually be perfect. We're at a stage where the growth is stable and sustainable, and we're set to double in agent count over the next few years. It's like getting the best of both worlds—joining with a proven model but with plenty of expansion still ahead. Think of it as catching a wave that's steady and ready to surge."

---

## Objection: "I don't like the branding"

### Key Questions to Ask:

- Can you tell me specifically what you dislike about the branding?

### Sample Script:

"That's okay, because at eXp, **you** are the brand. You have more control over your style and logo than with other companies. eXp supports you with a global network, but **you** are what stands out to clients."

## Objection: "I don't want to give up my brand identity."

### Key Questions to Ask:

- How important is it for you to have branding freedom?
- Would a model that supports your unique brand while providing additional resources be valuable?

### Sample Script:

"At eXp, you are the brand. We believe your unique identity is your strongest asset. eXp gives you flexibility and control over how you present yourself, with support from a global network. You get the resources of a big brokerage while maintaining the brand that makes you stand out."

---

## Objection: "I feel like I missed the ground-floor opportunity with eXp."

### Key Questions to Ask:

- Would you rather join a company with a proven, successful model or take a risk on an unproven one?
- How important is stability and scalability in a brokerage to you?

### Sample Script:

"I understand why it might seem that way, but here's the truth: eXp's growth has only just begun. We're on a path to become the largest real estate company globally, and the next wave of expansion is likely to be even larger. Imagine joining now, with the model fully proven and all the hard groundwork done. This could be the perfect time to capitalize on a robust, stable system that's positioned to keep growing exponentially."

---

## Objection: "I'm comfortable where I am. Why should I switch to eXp?"

### Key Questions to Ask:

- What do you love most about where you are now?
- If there were a way to enhance your current success without sacrificing your comfort, would you be open to a quick chat?

### Sample Script:

"I completely understand being comfortable; it's a wonderful place to be. But sometimes comfort can hold us back from exploring opportunities that could take our lives to extraordinary places. Imagine if you could keep what you love about your current situation and add new streams of income that could create even more comfort and security for you and your family. Wouldn't it be worth exploring, just to see what's possible?"

## Objection: "eXp is just a recruiting company"

### Key Questions to Ask:

- Did you know that eXp closed more transactions than any other independent brokerage last year?

### Sample Script:

"I used to think the same thing, but eXp is a full-scale brokerage in a box. While all companies recruit, at eXp, our focus is on agent ownership. Most of our agents don't participate in recruitment; they're solely focused on selling homes. However, those who do love having an additional stream of income."

---

## Objection: "I don't like the idea of recruiting agents."

### Key Questions to Ask:

- Has anyone ever joined your current brokerage because of the positive impact you've had?
- Would you be interested in a way to support others while also building financial stability for yourself?

### Sample Script:

"At eXp, we don't push recruiting; it's about agent attraction and sharing an opportunity that can change lives. You're already helping other agents through your success and example. Imagine if you could continue doing exactly that, just with the added benefit of another income stream to support you and your family. What if it wasn't about 'recruiting' but rather inviting others to grow along with you?"

---

## Objection: "I'm comfortable where I am. Why should I switch to eXp?"

### Key Questions to Ask:

- What do you love most about where you are now?
- If there were a way to enhance your current success without sacrificing your comfort, would you be open to a quick chat?

### Sample Script:

"I completely understand being comfortable; it's a wonderful place to be. But sometimes comfort can hold us back from exploring opportunities that could take our lives to extraordinary places. Imagine if you could keep what you love about your current situation and add new streams of income that could create even more comfort and security for you and your family. Wouldn't it be worth exploring, just to see what's possible?"

## Objection: "I'm loyal to my broker and team; they convinced me to join."

### Key Questions to Ask:

- What do you value most about your broker and team?
- Would you be open to a conversation about expanding your options for the future?

### Sample Script:

"Loyalty is one of the best qualities in this business. It's something I cherish too. But I also believe we shouldn't be so loyal that we overlook our own best interests. If there were an opportunity to make your life even better, not just financially but also in terms of lifestyle and security for you and your loved ones, wouldn't it be worth considering?"

## Best Practices for Starting Conversations

**"Did you get the thing I sent?":** Send something of value (e.g., a market update or article) before your call. This provides a natural conversation opener.

**Congratulate agents on their success:** Acknowledge agents' achievements and ask about their business. For example: "I saw you just had a closing! Congratulations—where did you find that customer?"