

Seller Conversation Guide



Helping Sellers Understand Value, Feedback and Offers

Simple ways to explain what buyers are reacting to and why it matters.

When a Seller Says:

“But the house down the street sold for more.”

You can say: “Buyers don’t only compare size and features, they compare how confident they feel about a home. Two similar homes can create very different reactions online, and that affects how strongly buyers respond.”

When a Seller Asks:

“Do you think the price is too high?”

You can say: “Price positions the home in the market, but buyer reaction tells us how it’s being perceived. The goal is for buyers to feel comfortable at this price, not cautious.”

When Showings Are Slow

You can say: “Usually slow activity isn’t about one big issue, it means buyers feel uncertain. We want them to quickly understand the home so they feel confident scheduling a showing.”

When a Seller Wants to Wait

You can say: “Time doesn’t create value, confidence does. The longer buyers feel uncertain, the more cautiously they respond.”

When Considering a Price Reductions

You can say: “A price change can help, but it works best when buyers already understand the home clearly. Otherwise they may just see a lower number without feeling more confident.”

The Goal to Share With Sellers

Buyers don’t decide slowly and logically. They react first, and then justify the decision with details.

Helping buyers feel confident early leads to stronger interest and smoother negotiations



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