

ESSENTIAL ELEMENTS

Overcoming Owner Objections

1 Strategy #1 - The Ask

Find out exactly why someone has that objection. If you phrase your question skillfully and use a pleasant tone, you'll be surprised to learn what's really at the core of their objection.

2 Strategy #2 - Build Value

When someone is stuck on price, the antidote is to build value. Price is irrelevant if the service can make more money for the client.

3 Strategy #3 - Imagine

Paint a picture of how wonderful things could be with us as their partner. Use the word "imagine" as you describe how good it could be. "Imagine your home as the backdrop of a family's quality time together. Imagine your property magically taking care of itself and paying it's own bills. Imagine your property waiting for you, clean, comfortable and full of money!"

4 Strategy #4 - Would You Rather

Like a game of choose the better option, lead your prospect through a thought exercise where you give them 2 choices. Always have them choose between a "yes" and a "yes" and lead them down the right path. This works especially well for setting appointments.

5 Strategy #5 - FOMO

"Fear of missing out" is real. Remind them that their neighbors are cleaning up and their place is even nicer, has a better location, is more charming. Plant the seed that short term rental regulations are tightening all the time and if your "Grandfathered In" you'll always have a seat at the table.

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Most Common Objections:

1

Your fee is too high!

#1 What are you basing your opinion on, if you don't mind me asking?

#2 When you really look at what is provided you will see that it's the best value in the area. Are you a price shopper or a value shopper? Do you agree that the best deal is best value and not lowest price?

#3 It's on par with the average for the area. And just imagine the sloppy service you'd get for less, not worth the heartache if you ask me....

#4 Would you rather have a lower management fee and make less money? Or would you rather have a fee the was the average for the area and make a premium?

#5 The fee is the average for the area and provides more advantages than other companies for the same fee. You wouldn't miss out on having professional adjusted nightly rates. And you wouldn't miss out on the heartaches that can come by choosing to go it alone or with the wrong partner. Our team is dedicated to you 110%. We make your property a true joy to own.

2

I can do it better myself!

#1 Just out of curiosity may I ask, how can you be so sure? Is this property an investment or is it a hobby business?

#2 I see it differently, the value of property management is like cloning yourself into many specialists who are experts at each of the many facets of vacation rentals. We work around the clock so you don't have to. No middle of the night urgent calls from guests. Have your own life and take your own vacation. That's priceless!

#3 Imagine that you didn't have to....what would you do with all that extra free time and money? Maybe spend more time with family, or make another investment?

#4 Wouldn't you rather have passive income instead of a second job?

#5 Even if you could, do you know how much work that is? You'd be missing out on our expert guidance. You'd have to go it alone which is more complicated than ever. Coordinating advertising like VRBO, adjusting rates to stay competitive, marketing, maintenance, housekeeping, reservations, 24 hour customer service and more...

3

I won't share my space

#1 May I ask? What exactly is it that you find uncomfortable?

#2 You can add value to your home by building rental data. If you ever sell it, it will go for a premium price to a network of hungry investors.

#3 Can you imagine helping other families to make priceless memories while paying your property taxes with ease each year?

#4 Wouldn't you rather lock off some space for personal belongings and use the rest of the space to pay some bills and have your property paying for itself?

#5 Are you sure you want to miss out on the opportunity to do enough rentals to keep an active license and grandfather-in the property incase short term rental regulations tighten?



Need more information or coaching? **Get In Touch!**

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