



AI ADVANTAGE
MASTERCLASS

OBJECTION Handling

PLAYBOOK FOR REAL ESTATE

TURN COMMON “NOT NOW” OR “I’M NOT SURE” RESPONSES INTO OPPORTUNITIES BY USING AI



Step 1 – Identify the Objections You Hear Most

Examples:

- “The timing isn’t right.”
- “I’m not sure if I’m ready to sell/buy.”
- “I need to talk to my spouse/partner.”
- “I’m worried about the market.”
- “I already have someone I’m working with.”

Step 2 – Turn Objections into Prompt Inputs

I’m a [role] writing professional, empathetic follow-up emails for [audience].

The prospect’s objection: [insert objection].

Goal: Address their concern without pressure, provide value, and invite them to re-engage.

Tone: [tone]. Include subject line, 2–3 short paragraphs, and a clear CTA.”



Objection-Handling Continued



Step 3 – Ask AI for Multiple Angles

Have AI create:

- Educational responses (give facts or data).
- Story-based responses (share client success stories).
- Question-based responses (invite conversation instead of pitching).

Step 4 – Sequence Objection Responses

Structure them into a mini-campaign:

1. Acknowledgment – Show you understand their hesitation.
2. Reframe – Offer a new perspective or option.
3. Support – Provide a free resource, tip, or insight.
4. Invitation – Suggest a low-pressure next step.



Step 5 – Preload into Your CRM

Use your CRM or email tool to send the right response automatically when an objection is tagged.



Go-To Objection Handling Prompts

1. The “Not Ready Yet” Prompt

I’m a [role] crafting a warm, professional follow-up email for [audience]. The prospect’s objection is: “The timing isn’t right.” Create an empathetic reply that validates their hesitation, shares one valuable insight, and invites them to a no-pressure next step. Include a subject line, 2 short paragraphs, and a clear CTA.

2. The “Need to Think About It” Prompt

I’m a [role] writing an objection-handling email for [audience] who said they need time to think. Craft a response that offers a brief recap of the main benefits, answers one possible unspoken concern, and suggests a light follow-up date. Keep the tone [tone].

3. The “Market Worries” Prompt

I’m a [role] replying to a prospect concerned about the current market. Create a fact-driven but conversational email that includes one relevant stat, a quick story/example, and an invitation to discuss a personalized plan. Subject line + 2–3 short paragraphs + CTA.

4. The “Already Have Someone” Prompt

I’m a [role] crafting a polite, professional follow-up for someone who says they already have another agent/vendor. Write a short, value-driven email that leaves the door open for future contact, offers a free resource, and reinforces your expertise without pressuring them.

5. The “Price/Cost Concerns” Prompt

I’m a [role] addressing a prospect worried about price. Create an empathetic response that reframes the value, introduces a success story, and offers a low-risk way to keep the conversation going. Keep it brief, persuasive, and benefit-focused.





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