

Sales the Jen Way

FRONT-LOAD LIKE A PRO: THE REAL ESTATE
INVESTOR'S SHORTCUT TO MORE YESES

Let's be real—your lead already has objections. Even if they're not saying them out loud, they're thinking them. When you bring them up first, it builds trust, shows you know what you're doing, and keeps the conversation in your control.

There are usually 4 things that trip up a sales call:

Timeline, Right Fit, Decision Makers, and Price.

Here's the thing—you can handle 3 of those before you even make your offer.

The chart below gives you word-for-word lines you can use to get ahead of objections before they ever become a problem.

Objection Type	What They Might Say	What They <i>Really</i> Mean	Front-Loaded Version
 Timeline	<p>“I’m not ready to sell yet” “I’m still thinking about my options”</p>	<p>I’m unsure if now is the right time / I’m scared to commit</p>	<p>“So in a perfect world Mr. Seller, how quickly did you want this to be sold and you paid?”</p>
 Decision Maker	<p>“I need to check with my spouse/business partner/etc.”</p>	<p>I don’t want to make this decision alone / I’m looking for a reason to delay</p>	<p>“I’m sure you’ll want to talk to a spouse or friend before you make this decision. So is there anyone else you’d like to talk with before you decide to go ahead and sell your property to me?”</p>
 Right Fit	<p>“I’ve talked to other investors” “How do I know you’re legit?”</p>	<p>I’m skeptical / I’ve been burned before</p>	<p>“So here’s the deal—there’s a big difference between selling retail with an agent and selling cash to an investor like me. One usually takes months and comes with repairs, showings, and contingencies. The other is fast, simple, and as-is. So Mr. Seller, is selling fast and easy with no hassle or contingencies the way you’d like to go—or does none of that really matter to you?”</p>

✔ Action Step: Use These Lines in 3 Conversations This Week

Pick one objection. Drop the line early. Repeat with 3 leads. Watch what happens.

No need to be perfect—just practice front-loading and see how much smoother the rest of the convo gets. You're not being pushy—you're making it safe for your lead to be honest.

The pros do this naturally. Now you will too.