

Overcoming Common Objections

Practical scripts to handle client concerns effectively.



OBJECTION #1

What if my home doesn't sell on the open market?



Reduce Risk with a Guaranteed Backup Offer

Calque will buy the home for the Purchase Price Guarantee (PPG) if it hasn't sold within 150 days.
If we resell the home for more than we paid, we will return the net profit to your client after expenses*



Our Goal

Enable homebuyers and their agent to sell the departing residence on the open market for full value.

*Notes: * Including but not limited to the purchase price, commissions, interest, taxes, title and other fees*



OBJECTION #2

The Purchase Price Guarantee (PPG) offer is too low.



Overcome "Low Offer" objections

The PPG is a **backup offer** for your peace of mind. Calque purchases less than **2.5%** of homes. Remember, lower PPG = **lower fees!**



Our Goal

Provide security and support for homeowners during the sale process through a reliable backup option.