

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 Agreement

Calque will buy the home for the Guaranteed Backup Agreement (GBA) if it hasn't sold within 180 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 Guaranteed Backup Agreement is too low.



Overcome "Low Offer" objections

The GBA is a **backup agreement** to facilitate the Buy Before You Sell process.

Calque purchases less than 2% of homes.
Remember, lower GBA = **lower fees!**



Our Goal

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