



# 12 buyer objections + scripts

The objections you hear weekly.

**Battle-tested responses from top brokers.**

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## Top objections

★ FRESH FROM THE FIELD ★  
WHAT WE HEAR MOST

Across 200+ broker firms using BrokerDost, the **same 12 buyer objections** show up week after week.

This PDF gives you battle-tested responses for each — what to say, what to skip, and when to walk away. Print it; keep it near your phone.

These aren't generic scripts — they're shaped by **actual WhatsApp + voice transcripts** from BrokerDost user accounts (with consent). Use as starting points, then adapt to your tone.

★ SOURCE ★

**12** Most common objections documented

**200+** Broker firms' data analysed

**8wk** Of WA + call transcripts reviewed (with consent)

**3-line** Crisp scripts — short enough to remember

“Started using these scripts in week 1 with BrokerDost. My conversion from "first call" to "site visit" went from 28% to 51% in 60 days. Scripts work.

SURESH IYER · SOLO BROKER · ANDHERI WEST, MUMBAI

# Price & value objections

\* FIRST HALF \*  
BUDGET, FINANCING,  
COMPARISON



## "Too expensive"

**Acknowledge → reframe.** "Fair concern. Let me show you the per-month EMI breakdown + how this is ₹X cheaper than nearby [comp project]."

## "Need to arrange loan"

**Offer specifics.** "I work with HDFC + SBI — happy to introduce you. They can pre-approve in 48 hours. Want me to share contact?"



## "Comparing other projects"

**Validate, then differentiate.** "Smart move. Most buyers shortlist 3. Of those 3, what mattered most? [Listen] — here's how this one beats on that."



## "Market may dip"

**Data over opinion.** "[City] saw price growth Y% over last 24mo. Builder is honouring booked rates — your downside is hedged."

## "Hidden charges"

**Pre-empt with transparency.** "Genuine concern. Here's the full cost sheet: stamp duty, registration, GST, society — all itemised. No surprises."



## "Wait for prices to fall"

**Cost-of-waiting framing.** "If prices stay flat, your rent over next 24mo (~₹12L) is sunk. If they rise 5%, you lose another ₹15L. Now is fine."



## RERA Shield

**18-rule scanner** runs on every social post — blocks 'assured returns', missing carpet area, expired approvals before publish.



## AI content engine

**5 caption + image posts in 8 seconds.** Hindi · English · Hinglish. Auto-suited to your project, target

audience & platform.



### **Brokerage P&L cockpit**

Real-time view of earned / eligible / pending / at-risk brokerage across every deal. **Auto GST invoices & receipt tracking.**

### **AI-scheduled site visits**

AI suggests **3 best slots**, buyer confirms via WhatsApp, calendar auto-populates with reminders for buyer + broker.

### **Aapki Bulbul (AI assistant)**

**24x7 in-product guide.** Answers "how do I..." questions, troubleshoots issues, recalls past chats with each broker.

# Trust & decision objections

★ SECOND HALF ★  
DOUBT, DELAY,  
DEPENDENCE

## "Need to think"

**Ask what specifically.** "Totally. What's the one thing you'd need to feel certain? Let me get you that — saves you thinking time."

## "Need spouse approval"

**Invite them in.** "Of course. Want me to do a quick walk-through call with both of you tomorrow? 15 min, no commitment."



## "Worried about delays"

**Show RERA timeline.** "Project is RERA-registered for [date]. Builder track record: previous 3 projects, all on time. Here are completion certs."

## "Already have agent"

**Add value, not pressure.** "Got it. Want me to send you the comp report on this project anyway? You can share with your agent — no obligation."



## "Will get back to you"

**Create gentle hook.** "Sounds good. I'm holding 2 units this week — if you want me to keep one for you while you decide, just say."



## "No response for days"

**Polite re-engagement.** "Hey [name], hope all's well. Quick note — that 2BHK we discussed has 2 left. Want me to send latest plan?"

## Team management

**4 role tiers** (Owner / Admin / Manager / Sales). Per-member permissions, activity logs & leaderboard.



## Performance leaderboard

Live ranking of **who's converting** by week / month / quarter. Coaching insights to grow your top performers.

## Mini-website per broker

Auto-generated

**yourname.brokerdost.ai** page with your projects, testimonials & WhatsApp CTA built-in.

## AI voice agent (Pro)

**24x7 calling** to confirm site visits + qualify leads in Hinglish. Records every call, ships transcripts to CRM.

## Co-broking marketplace

Discover other brokers' inventory.

**Co-broke in 1 click.** Filter by BHK, budget, city & commission split.

# Plans & pricing

★ LAUNCH OFFER ★  
25% OFF · LIMITED TIME

## Free

₹0

FOREVER

- ★ 20 leads / month
- ★ Basic CRM
- ★ Email support
- ★ 1 user

★ MOST POPULAR ★

25% OFF

₹8,332

₹6,249

PER MONTH

- ★ 500 leads / month
- ★ 30 AI posts
- ★ RERA Shield
- ★ Brokerage P&L
- ★ GST invoices
- ★ 3 team members

## Pro

25% OFF

₹21,665

₹16,249

PER MONTH

- ★ 2,500 leads / month
- ★ 100 AI posts
- ★ AI voice agent
- ★ Tanya AI advisor
- ★ Mini-website
- ★ 10 team members

14-day free trial on all paid plans. No card required. GST extra at 18%.

★ TRUSTED BY ★

Pacifica Companies · Nebula Infraspaces · InfraPlus · Madrid County,  
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Aurum Chennai · Hawthorn Suites by Wyndham · & many more

## Stop losing leads to objections

12 scripts. Battle-tested. Now your edge.

See in-app objection helper →

Questions? WhatsApp +91 92135 40798 · visit [brokerdost.ai/contact](https://brokerdost.ai/contact)