CENTURY 21
The Harrelson Group

EXECUTIVE SUMMARY

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WINNING THE PRICE REDUCTION

Greg Harrelson, a leading real estate coach and the owner of Century 21 The Harrelson Group, has built his career around helping agents master the skills that drive long-term success. With more than 25 years of industry experience and a proven record of developing top-performing real estate professionals, Greg is dedicated to elevating the standard of communication, systems, and leadership in today's market. This program unpacks the art and psychology of "winning the price reduction"—a strategic, empathetic, and market-driven approach to achieving seller cooperation and maintaining trust when listings stagnate.

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THE CHALLENGE OF TODAY'S MARKET

Listings are sitting longer, and sellers are growing more cautious

Agents must now rely less on market momentum and more on professional skill. When a home doesn't sell quickly, both the seller and the agent can feel pressure. The truth, however, is that a price reduction is not failure—it's an adjustment to reality. Market shifts create confusion, but also opportunity for skilled professionals to demonstrate leadership. Agents who understand and manage this process correctly distinguish themselves as calm advisors in uncertain times.

SETTING THE FOUNDATION BEFORE LISTING

The path to a smooth price reduction begins at the listing appointment.

Experienced agents know to avoid "owning" the price. Rather than declaring a fixed number, present a range tied to both market data and the seller's motivations. The seller chooses the price within that range and, in doing so, assumes ownership. This keeps future adjustments objective, not personal.

Once the listing is signed, set expectations early. A powerful phrase to use is: "Every 21 days, I'll call to review market activity, showing feedback, and any adjustments the market suggests we make."

This simple promise prepares the seller for ongoing communication and reinforces that pricing updates are part of a professional process—not a reaction to panic.

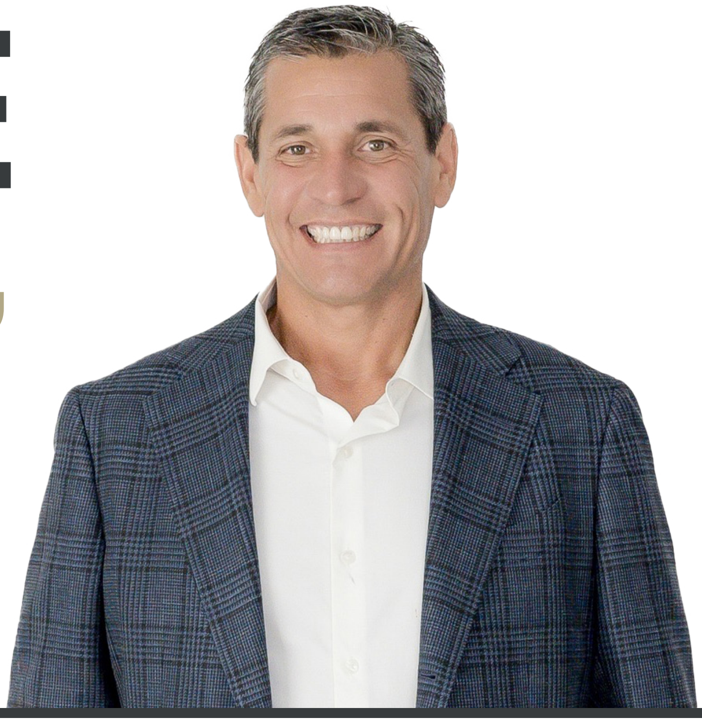
POSITIONING THE MARKET AS THE MESSENGER

A central theme throughout Greg's training is the importance of language. Instead of saying, "I think we're overpriced," shift the perspective.

"The market is telling us something through the number of showings and offers we're receiving."

This language reframes reality. The "market" becomes a neutral third party in the relationship—removing blame and emotion. When results are good, say "I got your home sold." When change is needed, point to the market's feedback. Sellers may argue with an agent's opinion but rarely with market facts.

THE RULE OF GIVE, GIVE, GIVE, ASK



Borrowing from the principle ***"Jab, Jab, Jab, Right Hook,"*** the ideal rhythm for communicating with sellers is **"Give, Give, Give, Ask."** This model builds trust long before you make an important request.

1. **Day 7** – First Give: Send a marketing exposure report showing where the property is being promoted. Include links to your website, Zillow, Realtor.com, and social media placements. This reassures sellers that their listing has widespread visibility.

2. **Day 14** – Second Give: Share a detailed showing report and recent comparables in the area. Highlight a pending or sold property listed at a lower range—subtly illustrating the market's direction without forcing the issue.

3. **Day 20** – Third Give: Provide an updated Comparative Market Analysis (CMA) that reflects new closings or expired listings. This confirms that you're actively analyzing changes, not passively waiting.

4. **Day 21** – The Ask: Call the seller for a professional discussion: "We've reviewed the data, and it looks like the buyer activity doesn't support our current pricing. Would you consider repositioning at $379,900 to recapture traffic?"

When sellers see consistent effort backed by evidence, they're far more open to strategic adjustments.

THE PSYCHOLOGY BEHIND THE CONVERSATION

Successful price reduction conversations are about leadership, not pressure. It's about guiding, not convincing. Timing is critical—waiting too long creates inertia, while acting early ensures fresh exposure.

For hesitant sellers, use the **Polaroid Analogy**: "Pricing is like a picture of the market. The snapshot we took three weeks ago looked one way. The photo we take today looks different. We're simply updating to match what the market now shows."

By reframing in this way, agents keep emotions low and cooperation high.

RESPONDING TO COMMON OBJECTIONS

Structured, honest responses turn tension into collaboration.

- ***"You said it was worth this before."*** "That was the market at the time. The most current data tells us something new."
- ***"Agents always overprice to get listings."*** "Some might, but I prefer complete transparency. I work with the market, not against it."
- ***"If you want me to lower the price, cut your commission."*** "Commission is a percentage, so when we reduce the price, my fee adjusts as well. My commitment to getting your result doesn't change."

THE POWER OF STRUCTURE AND SYSTEMS

Consistency creates credibility.

Top producers don't treat price reductions as isolated moments but as parts of a predictable system. Automate the flow: task a virtual assistant to compile weekly reports, update CMAs, and prepare communication templates. This allows the agent to stay focused on strategy and relationships, not administration.

Accompany every price change with a marketing refresh—updated photos, an energized listing description, and fresh promotions. A new price deserves a new story. Done well, a repositioned listing often experiences a surge of renewed activity and showings within the first week.

LEADING THROUGH MARKET CHANGE

Changing markets expose weaknesses but reward preparation.

Where others avoid uncomfortable conversations, skilled agents lean into them with empathy, logic, and process. Repositioning a home is not a retreat; it's a pivot backed by discipline and professionalism.

Agents who master this process capture more listings, hold stronger client relationships, and earn more referrals. What competitors view as conflict; they see as opportunity.

Final Thoughts

Winning the price reduction isn't about manipulating numbers—it's about demonstrating leadership, maintaining trust, and guiding clients through real-time market shifts. When agents communicate effectively, deliver consistent value, and speak with authority born of preparation, they elevate their reputation far beyond the transaction.

Call to Action

Greg Harrelson remains committed to helping real estate professionals sharpen their communication and grow their business confidently in any market cycle. If you're ready to enhance your listing skills, refine your systems, and structure your business for predictable growth, reach out to schedule a private business planning session. Start mastering the strategies that create long-term success—and win every price reduction with confidence.

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