

Vendor-Ready Agent Scripts & Objection Handling

For agents using the RE Photos Vendor-Ready System

What this is

These scripts give you the exact words to:

- Explain why prep matters,
- Make the work feel doable,
- Handle the most common seller objections, and
- Keep photo day calm and in control.

Use this sheet in live conversations. For the timing and wording of reminder messages, see the **Vendor-Ready 3-Touch Check-In Process**.

1. At the listing appointment (introducing the system)

“Part of how we get you the best result is making sure the photos are spot on. Great photos attract more buyers and can help you sell faster and for a higher price.

To make that easy, we give all our sellers a simple Prep Guide and a one-page Photo Day Checklist. If you follow these, photo day runs smoothly and your home presents like a showpiece online and in person.”

(Hand them the Prep Guide and mention they’ll get the Photo Day Checklist closer to the shoot.)

2. Framing the work so it feels doable

“Don’t stress about doing everything in one hit. The guide is there so you can chip away at it over a few days.

The best results come when you work through the whole list, but if you’re short on time, start with the biggest wins and then do as much of the rest as you can:

– Clear kitchen benches, bedside tables etc.

– Make all beds

– Clear bathroom vanities

– Hide bins and pet items”

3. Common seller objections & responses

Objection: “I don’t have time to do all this.”

“I understand, everyone’s busy. The guide is designed so you can chip away at it over a few days.

The goal is to do as much of it as you can. If you’re really short on time, start with the big wins – clear benches and bedside tables, make the beds, clear the bathroom vanities, hide

bins and pet items – then keep going down the list as you’re able. Every extra bit you do helps your photos and your result.”

Objection: “The house is fine as is / buyers will understand.”

“You’re right, buyers will still come. The difference is how many, and how they feel when they first see it online.

We’re competing against every other listing on their phone. A bit of prep makes your place stand out, which usually means more enquiry and stronger offers.

My job is to help you not leave money on the table.”

Objection: “We’ve got kids / pets, it’s impossible to keep it like this.”

“Totally normal. I don’t expect you to live in a display home.

Think of it as a 24–48 hour window where the house is at its best for photos and the first opens. The guide shows you how to ‘stage’ just before photos, then you can relax a bit.

Most families use baskets and have one ‘mess room’ – that’s all you need.”

Objection: “We can’t afford to fix X / get cleaners in.”

“The good news is most of this guide is free: cleaning, decluttering and small tweaks, not renovations.

If you do want help, we can prioritise so any money you spend goes on the 1–2 things buyers really notice.

Let’s focus on the no-cost items first – they already make a big difference.”

Objection: “Can’t the photographer just Photoshop it?”

“Anything is technically possible, but there are two issues:

- 1. Heavy Photoshop adds cost each time we fix something.*
- 2. You can’t beat the real thing – even if we edit a photo, buyers still see the home in person at inspections.*

The best results come from a well-prepared home and then light editing. The checklist is how we keep your photos looking real and amazing, and your home matching expectations at opens.”

4. On-arrival scripts

When the agent is present

Agent:

“This is [Photographer] from RE Photos. Today’s about capturing the best angles of what you’ve already done.

We’ll do a quick lap, tweak a couple of small things if needed, and then get started.”

Photographer:

“You’ve done a great job. We’ll just make a few small tweaks so the photos really pop – things like moving a bin or straightening a cushion.

If we move anything, we’ll put it straight back when we’re finished.”

When the photographer is there without the agent

At the door:

“Hi [Name], I’m [Photographer] from RE Photos, here for the shoot at [Address].

The place looks great. Before I start, I'll do a quick walk-through and point out what matters most. If you can work one or two rooms ahead of me while I'm shooting, we'll still get a really strong result."

If the home is clearly under-prepped:

"No stress at all. This happens a lot. I'll walk through and prioritise the key changes. If you can start with the kitchen and main bathroom while I set up, then move to the living room, we'll still get photos you'll be happy with."