

THE COST OF WAITING

HOW TO TURN 'WE'RE WAITING' INTO 'WE'RE READY TO BUY'

Proven Scripts & Strategies to Get Buyers Off the Fence Before They Lose Thousands



If you've heard "We're going to wait for rates to drop" one too many times, you know how frustrating it can be. But what if you had the exact words and strategies to show buyers why waiting could cost them thousands—and help them make a confident decision now?



What You'll Learn in This Workshop:

- The #1 Buyer Objection Right Now**
And How to Handle it With Confidence
- How to Show Buyers the Real Cost of Waiting**
Without Overwhelming Them With Numbers
- Simple, Field-Tested Scripts**
Move Buyers from "We'll Wait" to "Let's Do This!"
- How to Use Housing Market Trends**
Showcase Your Value and Build More Trust
- Mastering the 'Cost of Waiting' Conversation**
Get More Consultations and Help More Clients



Wesley Terrell
Loan Officer
408-205-7291
NMLS: 2490148



Wednesday, Aug. 12, 2026
11:30 AM - 1:30 PM
 SILVAR Education Center
 10040 Bubb Road, Cupertino
 \$10 (Includes Lunch)

