
FREE TRAINING / GUIDE NO. 04

OBJECTION PREVENTION & HANDLING

Twenty real objections. Word-for-word scripts. A five-point pre-close checklist.
The best objection is the one that never gets raised.

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INTRODUCTION

EVERY OBJECTION IS A SIGNAL.

Every objection a prospect raises is a signal. It is never random and never simply an obstacle. It is the prospect telling you that one or more of their certainty dials is not yet at the level required for them to act. Your job is to understand which dial is low, why it got there, and what the most effective response looks like.

This manual operates on a simple principle: the best objection is one that never gets raised. When the 9 Step process is executed with discipline, most of the objections that follow will not appear. They appear when intelligence is gathered too shallowly, when the Three Tens are not built fully, when the presentation runs ahead of the relationship, or when the close is attempted before certainty is sufficient.

Before handling any objection, read the prevention note. If you are regularly hearing a particular objection, it is telling you exactly where your process is breaking down.

FRAMEWORK

PREVENTION LIVES WHERE?

OBJECTION	PREVENTION LIVES IN
<i>"I need to think about it"</i>	Step 4 (Three Tens) & Step 5 (Action Threshold). Certainty not built to sufficient levels before close.
<i>"The market feels uncertain"</i>	Step 3 (Presentation). DLD data and market context not presented early enough or with enough specificity.
<i>"I need to speak to my partner"</i>	Step 2 (Intelligence). Decision-making structure not established at the start of the conversation.
<i>"I'm already working with another agent"</i>	Step 1 (Sharp Opening) & Step 4 (Company Certainty). Differentiation not established clearly or early enough.
<i>"The payment plan doesn't work for me"</i>	Step 2 (Intelligence). Financial position and cash flow preferences not explored in sufficient depth.
<i>"I want to wait until handover is closer"</i>	Step 3 (Presentation) & Step 5 (Pain Threshold). The cost of waiting not made visible with data.
<i>"I've had a bad experience with an agent"</i>	Step 1 (Sharp Opening) & Step 4 (Personal Certainty). Trust not established quickly or distinctly enough.
<i>"I'm not ready to commit yet"</i>	Step 4 (Action Threshold). Prospect's internal threshold not identified or addressed before close.
<i>"The price is too high"</i>	Step 3 (Presentation). Comparable data and value framing not delivered before the price was introduced.
<i>"I want to see more options"</i>	Step 3 (Presentation). Too many options were offered, creating indecision rather than confidence.
<i>"I need to sell my current property first"</i>	Step 2 (Intelligence). Financial dependencies not surfaced early enough in the conversation.
<i>"The service charges are too high"</i>	Step 3 (Presentation). Net yield not calculated and presented before the objection could appear.

01

OBJECTION / SCRIPT

I NEED TO THINK ABOUT IT

The most common objection in real estate sales and the most misunderstood. When a prospect says they need to think about it, they are almost never referring to an information gap. They have enough information. What they are telling you is that their internal certainty is not yet at the level required to act. Something is not at a ten. The question is what.

PREVENTION

Step 4 & Step 5. Before the close, ask yourself: which certainty dial is lowest? If you aren't sure, don't close. Build more certainty first. This objection should rarely appear if the Three Tens have been built properly.

HANDLING SCRIPT - OFF-PLAN

"I completely understand, and I want to make sure you have everything you need to think it through properly. Can I ask: is it more of an information question, or is it more of a 'this doesn't feel quite right yet' feeling? [Listen.] That's really helpful. So the thing that's still sitting with you is [X]. Let me address that directly, [handle the specific concern]. Does that change the picture for you? Because if it does, I'd love to get you a unit reserved while we still have options at this price."

HANDLING SCRIPT - SECONDARY MARKET

"Of course, it's a significant decision and I'd never want you to feel rushed. But I want to ask you something directly: is the hesitation more about the property itself, or is it more about the timing or a specific concern you have? [Listen.] Right. So if I could address [specific concern] with actual data, would you be in a position to move forward today? Because the vendor is also speaking to other parties and I'd like to hold this for you if I can."

02

OBJECTION / SCRIPT

THE MARKET FEELS UNCERTAIN

Market uncertainty objections should be pre-empted in the presentation with strong DLD data. If the prospect is raising this after you've presented, you didn't lead with enough evidence.

PREVENTION

Step 3. Lead the presentation with DLD transaction data and community-specific price movement. Make the data the spine of the conversation, not an afterthought.

HANDLING SCRIPT - UNIVERSAL

"That's a reasonable concern and I want to address it with actual data rather than opinion. The DLD recorded 214,912 sales transactions in 2025, the highest in the city's history for the fifth consecutive record year, with total sales value reaching AED 682.5 billion, up 30.7% on 2024. In this specific community, prices have moved from AED [X] to AED [Y] per square foot over the last 12 months. That's not a prediction. That's what happened. The uncertainty you're feeling is real in some markets, but Dubai's underlying demand fundamentals, population growth, business-friendly regulation, and zero income tax are not going anywhere. What specifically is feeling uncertain to you, because I want to show you the data on that specific concern."

03

OBJECTION / SCRIPT

I NEED TO SPEAK TO MY PARTNER

This is almost always preventable. The decision-making structure should have been established in intelligence gathering, before any presentation.

PREVENTION

Step 2. Always ask early: 'Is this a decision you're making independently, or will someone else be involved in the final call?' If a partner is involved, invite them to the next conversation from the start.

HANDLING SCRIPT - UNIVERSAL

"Absolutely, and I'd expect nothing less on a decision of this size. Can I ask, when you speak to [partner], what are the main things they'll want to know? [Listen and note.] Great. Here's what I'd suggest: rather than me sending you a pack to review together, which never quite does it justice, let's get all three of us on a 20-minute call. That way I can walk [partner] through the data directly, answer their questions, and you don't have to become the expert in the middle. When would work for both of you?"

04

OBJECTION / SCRIPT

I'M ALREADY WORKING WITH ANOTHER AGENT

This objection is about differentiation. If the prospect cannot articulate why you are different to the broker they already know, you have not yet earned the right to compete for their business.

PREVENTION

Step 1 & Step 4. Establish your differentiation in the sharp opening, then reinforce company certainty with how you operate differently , process, data sources, due diligence , not just claims.

HANDLING SCRIPT - UNIVERSAL

"I completely respect that, loyalty matters in this business. Can I ask you something directly though? When you've spoken with them, have they shown you the DLD transaction data for the projects they've recommended, not the developer's numbers, but the actual Land Department data? [Listen.] The reason I ask is that this is one of the things we do differently. We run our own due diligence from the primary source before we recommend anything. I'm not asking you to switch from anyone, I'm asking you to let me show you one thing that you may not have seen yet. If what I show you adds nothing new, I'll wish you the best with your current agent. Is that a fair deal?"

05

OBJECTION / SCRIPT

THE PAYMENT PLAN DOESN'T WORK FOR ME

Cash flow preferences must be explored in depth during intelligence gathering. If you're hearing this objection, you presented a product without fully understanding the financial position.

PREVENTION

Step 2. Get specific in intelligence: cash vs financed, deposit comfort, monthly instalment ceiling, preferred timing of capital deployment.

HANDLING SCRIPT - OFF-PLAN

"Help me understand this better, is the issue the amount per instalment, the timing of payments, or the proportion required upfront? [Listen.] Right. So the challenge is [specific element]. Let me show you two things. First, there are alternative payment structures from this same developer that might work better for your cash flow, [describe alternatives]. Second, there are comparable projects with a different payment architecture that would still meet your investment brief. Which direction would you like to explore first?"

06

OBJECTION / SCRIPT

I WANT TO WAIT UNTIL HANDOVER IS CLOSER

A timing objection masking either a risk perception issue or a misunderstanding of how off-plan pricing moves through the construction cycle.

PREVENTION

Step 3 & Step 5. Make the cost of waiting visible with community-specific data: launch price vs near-handover price, supply contraction, payment phase changes.

HANDLING SCRIPT - OFF-PLAN

"That's a strategy a lot of people consider, and I want to show you what the data says actually happens when you wait. In [Community], units that were purchased at launch averaged [X]% lower than the same units purchased near handover. That gap exists because demand, and therefore price, increases as construction progresses and the risk premium shrinks. By waiting, you're not reducing your risk. You're paying for someone else to have taken it on your behalf. The window to purchase at today's price is real. What's the specific concern that's driving the wait?"

07

OBJECTION / SCRIPT

I'VE HAD A BAD EXPERIENCE WITH AN AGENT

This is an opportunity, not an obstacle. The prospect is telling you exactly what they need to see from you to feel safe. Listen fully before responding.

PREVENTION

Step 1 & Step 4. Establish trust quickly and distinctly in the opening, then build personal certainty through how you operate, not by overpromising.

HANDLING SCRIPT - UNIVERSAL

"I'm sorry to hear that, and honestly, I'm not surprised. The Dubai market has a large number of brokers with very different standards. What I'd ask is that you don't let someone else's approach cost you the right outcome here. Tell me what happened, because I want to understand it. [Listen fully.] Right. Here's what I can tell you about how we operate differently: [specific differentiation relevant to their experience]. I'm not asking you to trust me immediately, I'm asking you to give the process I've described a chance to earn it. Can we start with a 15-minute call and let the data do the talking?"

08

OBJECTION / SCRIPT

I'M NOT READY TO COMMIT YET

Distinct from 'think about it'. This is the prospect naming an internal threshold without telling you what it is. Your job is to surface the threshold and agree the conditions that would meet it.

PREVENTION

Step 4. Identify and address the prospect's action threshold before any close is attempted. If you don't know what 'ready' means to them, you are not ready to close.

HANDLING SCRIPT - UNIVERSAL

"That's completely fair, and I wouldn't want you to commit before you're ready. Can I ask: what would ready look like for you? What specifically would need to be true for you to feel comfortable taking the next step? [Listen.] So if [condition they describe] were in place, you'd be in a position to move forward? [Confirm.] Right. Then let's figure out together how to get you to that point, because if we can, the opportunity we've been looking at today is still very much on the table."

09

OBJECTION / SCRIPT

THE PRICE IS TOO HIGH

Price objections almost always indicate that value framing and comparable data were not delivered before the price was introduced. The remedy is to put the price back into context, with evidence.

PREVENTION

Step 3. Present comparables and the value architecture before the headline number. Never let a price land in a vacuum.

HANDLING SCRIPT - SECONDARY MARKET

"I want to take that seriously rather than dismiss it. Can I show you something? [Pull up DLD comparables.] The last six transactions for this unit type in this building came in between AED [X] and AED [Y]. The unit we're looking at is priced at AED [Z], which puts it [at/below/above] that range. If it's above, here's why the vendor believes there's a premium case, [reason]. If you think that premium isn't justified, I can have a conversation with the vendor. What I'd like to avoid is you missing something that's genuinely priced correctly because the headline number felt high before we looked at the comparables. Does the data change the picture at all?"

10

OBJECTION / SCRIPT

I WANT TO SEE MORE OPTIONS

This objection almost always means the presentation offered too many options rather than too few. When a broker shows ten properties, the prospect feels they haven't seen enough. When a broker shows two or three specifically chosen options with clear reasoning, the prospect feels guided.

PREVENTION

Step 3. Present less, not more. Curate two or three options with a clear rationale for each. Confidence comes from specificity, not volume.

HANDLING SCRIPT - OFF-PLAN

"That's completely understandable, and I want to make sure you're making the right decision. Can I ask you something directly though, when you say more options, what specifically is missing from what we've looked at so far? Is it a different price point, a different community, a different payment structure, or something else? [Listen.] The reason I ask is that I deliberately showed you what I thought was the strongest fit for what you told me. If there's a gap I've missed, I want to know about it so I can address it. But I'd also say this, in my experience, more options rarely make the decision clearer. What makes it clearer is knowing which one is right for you. What's the one thing holding you back from the option we've already discussed?"

HANDLING SCRIPT - SECONDARY MARKET

"Of course, and you should feel confident before committing to something of this size. Can I ask, is there a specific gap in what you've seen so far? Is it the layout, the price point, the building, or the area? [Listen.] Because I want to make sure I'm not sending you to see ten properties when the right one might already be in front of you. The last three buyers I worked with in this area all saw between two and four properties before deciding, not because we ran out of options, but because we found the right one. Tell me what's missing and let's either find it in what we've seen or go and look for it."

11

OBJECTION / SCRIPT

I NEED TO SELL MY CURRENT PROPERTY FIRST

A dependency objection. Almost always preventable if financial dependencies were surfaced in intelligence gathering. If you didn't know about this dependency, you couldn't plan around it.

PREVENTION

Step 2. Always ask: 'Is your ability to move on this dependent on anything else happening first, a sale, a release of funds, a visa, anything like that?'

HANDLING SCRIPT - UNIVERSAL

"That makes complete sense, and it's actually more common than you'd think. Can I ask, where are you in the process of selling? Is it listed, is there an offer on the table, or is it something you're planning to start? [Listen.] The reason I ask is because, depending on where you are, there may be a way to structure this so both moves happen in parallel rather than in sequence. Some of the payment plan options we've looked at give you enough runway that you wouldn't need to have completed your sale before securing your position here. And in a market that's moving the way Dubai is right now, the risk of waiting until after your sale completes is that the unit you want is no longer available at this price. Can I show you how the numbers look if we stage it?"

12

OBJECTION / SCRIPT

THE LOCATION DOESN'T FEEL RIGHT

Location preference must be established in intelligence, not discovered at presentation. If you're hearing this here, the brief was incomplete.

PREVENTION

Step 2. Always ask: 'Are you tied to a specific area, or are you open if the investment case is strong enough?'

HANDLING SCRIPT - OFF-PLAN

"Tell me more about what doesn't feel right, is it the community itself, the connectivity, the stage of development, or something else? [Listen.] Right. So the concern is [specific element]. I want to address that directly because this comes up a lot with [Community] and there are two things I want to show you. First, [infrastructure / connectivity / development update that addresses the concern]. Second, the DLD data on this community over the last 24 months shows [specific price movement or yield]. I've had buyers who felt exactly the same way about this location 18 months ago who are now sitting on a [X]% paper gain. Location concerns are valid, but they're also exactly where the best value tends to live. Can I show you the data before we rule it out?"

HANDLING SCRIPT - SECONDARY MARKET

"Completely fair, location has to feel right for you to live in it or let it. Can you tell me what specifically feels off? Is it the commute, the building's surroundings, the community mix, or something else? [Listen.] Because I want to understand whether this is a hard line or whether it's something that data or a second visit might shift. A lot of people feel uncertain about a location the first time they see it and much more settled when they understand what's coming, new metro stops, retail openings, infrastructure changes. If the location is a genuine dealbreaker I'll find you something that works. But if it's more of an uncertainty, let me give you the full picture before we move on."

13

OBJECTION / SCRIPT

I'M WORRIED ABOUT DEVELOPER DELAYS / OFF-PLAN RISK

A legitimate concern and one of the most respectable objections you'll hear. Address it with track-record data and the legal architecture that protects buyers, not with reassurance.

PREVENTION

Step 3 & Step 4. Have developer completion data, escrow mechanics, and RERA protections ready to present before the prospect asks.

HANDLING SCRIPT - OFF-PLAN

"That's one of the most legitimate concerns in this market and I respect you for raising it. Here's how I think about it and how we protect you against it. First, the developer we're looking at, [Developer], here is their completion track record across their last [X] projects: [specific data on completion dates vs projected dates]. Second, under UAE law, all off-plan payments are held in a RERA-regulated escrow account and can only be released to the developer in stages tied to construction milestones. Your money is not sitting in anyone's operating account. Third, and this is the data most people don't ask for, if a developer defaults, RERA has the authority to appoint a new developer to complete the project. You are not left with nothing. The risk is real, but it is manageable and the law exists to protect you. The question is not whether there is risk, there is always risk. The question is whether the return justifies it. Based on what I've shown you, does it?"

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OBJECTION / SCRIPT

I CAN JUST BUY DIRECT FROM THE DEVELOPER

A misconception about price and a misunderstanding of representation. The unit price is identical whether bought through a registered broker or direct. What differs is independence of advice.

PREVENTION

Step 1 & Step 4. Establish company certainty early: explain the role of an independent broker, why price is regulated, and what the prospect actually loses by going direct.

HANDLING SCRIPT - OFF-PLAN

"You can absolutely go direct, and I'd never tell you otherwise. Let me be straight with you about what changes and what doesn't. The price doesn't change, developers in Dubai are not permitted to undercut their registered agents, so the unit price you pay through me is identical to what you'd pay walking into their sales office. What changes is this: you lose an independent advocate. When you buy through a developer's sales team, the person across the table works for the developer. When you buy through me, I work for you. That means I'll tell you if a unit on a different floor has a better view. I'll tell you if the payment plan they're offering isn't their best one. I'll tell you if there's a comparable project that represents better value for your brief. None of that happens when you go direct. The price is the same. The advice is not."

15

OBJECTION / SCRIPT

I WANT TO THINK ABOUT IT OVER THE WEEKEND

A weekend think is a polite delay, not a genuine need for more time. It almost always means certainty is not high enough on at least one dial. Don't accept it at face value, identify what's actually sitting unresolved.

PREVENTION

Step 4 & Step 5. Run the pre-close checklist before asking for the close. If certainty was at 8+ across product, company, and personal, this objection rarely appears.

HANDLING SCRIPT - OFF-PLAN

"Of course, take all the time you need. Before you go though, I want to ask you one question, not to push, but because it'll help me support you better over the weekend. When you're thinking it through, what's the main thing that's sitting with you? Is it the financial commitment, the timing, the specific project, or something else entirely? [Listen.] Right. So the thing that needs to settle is [X]. Let me send you one piece of information specifically about that before the weekend so you're thinking it through with the right data in front of you rather than the question just sitting unanswered. And I'll call you Monday morning, not to push, but to answer anything that's come up. Does that work?"

HANDLING SCRIPT - SECONDARY MARKET

"Absolutely. Can I ask, is it a thinking weekend or a discussing weekend? Are you going to sit with it yourself or are you talking it through with someone? [Listen.] If it's the latter, let me send you a short summary of the key facts, the DLD comparable data, the price relative to the market, the key selling points, so the conversation you're having this weekend is based on the same information we've been working from. And whatever comes out of that conversation, call me. I'd rather be part of helping you work through it than be out of the picture while you're deciding."

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OBJECTION / SCRIPT

I'M NOT SURE ABOUT THE RENTAL YIELD PROJECTIONS

A scepticism objection and the right one to have. Yield projections from developer marketing are not credible. Actual registered lease data from Ejari is. Show the primary source.

PREVENTION

Step 3. Present yield from DLD/Ejari registered lease data, never from developer marketing. If you lead with the real number you pre-empt the objection.

HANDLING SCRIPT - OFF-PLAN

"Good, you should be sceptical, and here's why. Most of the yield figures you'll see in developer brochures are projections based on optimistic assumptions. What I work from is different. These numbers come from the Dubai Land Department's Ejari system, actual registered lease agreements in this specific building and community. In [Community], over the last 12 months, registered leases for this unit type ranged from AED [X] to AED [Y] per year. At the purchase price we're looking at, that gives you a gross yield of between [A]% and [B]%. That's not a projection, that's what landlords in this building actually collected last year. Does that give you more confidence in the numbers?"

HANDLING SCRIPT - SECONDARY MARKET

"Completely valid question and the honest answer is that yield projections are only as good as the data behind them. Let me show you the actual registered lease data for this building, not what someone thinks it could rent for, but what it actually rented for over the last twelve months. [Show data.] Based on those numbers and the purchase price, your gross yield sits at approximately [X]%. Net, after service charges of approximately AED [Y] per year, you're looking at [Z]%. That's the real number. Is that a return that works for your investment brief?"

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OBJECTION / SCRIPT

THE SERVICE CHARGES ARE TOO HIGH

Service charges feel high in isolation but should always be contextualised against net yield. If you let the prospect raise it before you do, you've already lost the framing.

PREVENTION

Step 3. Introduce service charges in the presentation and present the net yield calculation openly. Surface the cost before the prospect does.

HANDLING SCRIPT - OFF-PLAN

"Let me put that in context for you because the number in isolation can feel high. The service charge for this community is AED [X] per square foot, which for this unit works out to approximately AED [Y] per year. Against a rental income of AED [Z] per year based on current registered leases, that gives you a net yield of [A]%. Now compare that to the gross yield, the service charge reduces your return by [B] percentage points. The question isn't whether the service charge is high in absolute terms, it's whether the net return still meets your brief. At [A]%, does it?"

HANDLING SCRIPT - SECONDARY MARKET

"I want to give you the real number so you can make a proper comparison. Service charge for this building is AED [X] per square foot, so for this unit approximately AED [Y] per year. Against a rental income of AED [Z], which is what comparable units in this building leased for in the last twelve months based on Ejari data, your net yield is [A]%. If you're comparing this to another building, make sure you're comparing net to net, a lower service charge building with a higher gross yield sometimes ends up in the same net position. Do you want me to run the same calculation on the alternative you're considering so we're comparing like for like?"

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OBJECTION / SCRIPT

I'VE SEEN SOMETHING SIMILAR CHEAPER ELSEWHERE

A comparison objection. Headline price is one input. Comparable transacted sales, running costs, rental comparables, and building liquidity are the rest. Run the full comparison openly.

PREVENTION

Step 3 & Step 4. Lead with full like-for-like data so the prospect already has the comparison framework in their head before they go shopping elsewhere.

HANDLING SCRIPT - UNIVERSAL

"I'd genuinely love to see it, not to argue with it, but because if there's a better option for your brief I want to know about it. Can you tell me the project and the unit type? [Listen.] Right. I know that project. Here's what the DLD data says about [that developer / that community] compared to what we've been looking at: [specific comparison on price per square foot, yield, developer track record, payment plan]. Price per unit is one number. Price per square foot, yield at handover, developer completion history, and exit liquidity are the complete picture. What I want to show you is whether cheaper in headline terms is actually better value when you run the full comparison. Can I take five minutes to do that with you now?"

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OBJECTION / SCRIPT

I DON'T WANT TO BE LOCKED IN

Almost always a misunderstanding of how off-plan resale and secondary market liquidity actually work in Dubai. Address the mechanics rather than the emotion.

PREVENTION

Step 3 & Step 4. Cover exit mechanics, resale thresholds, and liquidity data in the presentation so the prospect understands they are not locked into anything.

HANDLING SCRIPT - OFF-PLAN

"Can you tell me more about what you mean by locked in, is it the financial commitment, the timeline, or the inability to exit if your situation changes? [Listen.] Right. So the concern is [specific element]. Let me address that directly. In terms of financial exit, off-plan properties in Dubai can be resold after a certain payment threshold is reached, typically 30 to 40% of the purchase price has been paid. At that stage you are not locked in, you are in a position to sell your payment plan to another buyer, often at a profit as the project has progressed. In terms of timeline, the payment plan we've been looking at runs to handover in [year], which means your largest obligation is still [X] months away. What specifically about the commitment is sitting uncomfortably and let me show you how the exit mechanics actually work?"

HANDLING SCRIPT - SECONDARY MARKET

"Tell me what that means for you specifically, is it about being tied to a particular location, being unable to access your capital, or something else? [Listen.] Because in the secondary market, a freehold property in Dubai is one of the most liquid real assets you can own. The DLD data on this building shows [X] transactions in the last 12 months, there is an active market for this asset. If your circumstances change, you can sell. If the market moves in your favour, you can sell at a profit. You are not locked into anything. The only question is whether the asset works for you while you hold it, and we've already shown that the yield covers your costs. What would make you feel more comfortable with the commitment?"

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OBJECTION / SCRIPT

NOW ISN'T A GOOD TIME, PERSONALLY

A personal-circumstances objection. Don't push. Diagnose whether the window is defined or open-ended, then adapt the next step accordingly. Long-term relationships start here.

PREVENTION

Step 2. Surface life-stage and timing context in intelligence gathering. If you know the window, you can shape the path.

HANDLING SCRIPT - UNIVERSAL

"I completely respect that, and I'm not going to push on something personal. Can I ask, is it something that's likely to resolve in a defined timeframe, or is it more open-ended? [Listen.] The reason I ask isn't to pressure you, it's because the answer changes what I'd suggest we do next. If it's a defined window, I want to make sure we stay in touch so that when your timing improves, you're not starting from scratch and the opportunity we've discussed is still available or we've found something better. If it's more open-ended, I want to understand whether there's any version of this that works within your current situation, a different payment structure, a smaller commitment to start, something that fits around where you are right now. I'd rather find a way to make it work than have you look back in twelve months and wish you'd moved when you had the chance. What does your timeline actually look like?"

PRE-CLOSE

THE FIVE-POINT CHECKLIST.

The best objection is one that never gets raised. This checklist is reviewed mentally before every close attempt. If any item is unchecked, go back and address it before attempting a close. A close attempted with unresolved certainty gaps will fail, and will make the next close harder.

01 DECISION-MAKER CONFIRMED

Have I established who all the decision-makers are, and are all of them either present or represented? If a spouse, parent, or business partner is involved and has not been part of the conversation, I am not closing, I am creating a stall. Action if unchecked: invite the additional decision-maker to the next interaction before attempting a close.

02 FINANCIAL POSITION VERIFIED

Have I confirmed that the budget is real, the funds are accessible, and the payment plan structure works for their cash flow? An unconfirmed budget is not a budget, it is a guess. Action if unchecked: ask one direct question about payment mechanism before closing.

03 PRODUCT CERTAINTY AT 8+

Do I believe the prospect's certainty in the specific product is at 8 or above out of 10? If not, what is the specific doubt? Have I addressed developer track record, yield data, payment plan mechanics, and exit strategy? Action if unchecked: present one additional, specific data point before closing.

04 PAIN THRESHOLD SURFACED

Have I identified and made visible the cost of inaction? Does the prospect understand what waiting costs them in concrete terms, market movement, unit availability, price phase changes? Action if unchecked: use the pain threshold script from Module 3 Step 5 before closing.

05 NEXT STEP IS SPECIFIC

Do I know exactly what I am asking for, a reservation, a deposit, a signed MoU, a viewing booking? A vague close ('shall we move forward?') is not a close. The close must name a specific action, amount or document, and timeframe. Action if unchecked: decide the exact ask before opening your mouth.

FINAL NOTE

MEMORISE THE FIVE POINTS.

These five items should become automatic, a mental scan that runs in the 30 seconds before every close attempt. The broker who closes without running this check is gambling. The broker who runs this check every time, and addresses any gap before closing, will close at a materially higher rate.

Prevention is the work. Handling is the safety net. If you are using the scripts in this guide more than occasionally, return to the prevention column and fix the earlier step in the 9 Step process where the certainty gap is forming.

READY TO FIX ALL FOUR?

The free guides solve one problem at a time. Working with me solves them all permanently. Real estate sales training built specifically for Dubai brokers.

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