

Better answers. Clearer next steps.

Real estate objection handling: India playbook

Developers and channel partners in India

10 buyer objections. Evidence to prepare. Questions your team can use. A weekly feedback loop for marketing and sales.

Use this as a conversation framework. Fill it with authorised, current project evidence. It is not a promise of bookings or a substitute for project-specific legal, tax or lending advice.

Free practical resource by QDnCo. Research, positioning, creative testing and lead generation; your team handles sales.

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Understand before you answer.

A buyer objection is information. It may identify a missing document, a mismatch or a valid reason not to buy. The aim is a better decision, not to win an argument.

1 Acknowledge

Recognise the concern without agreeing to an unsupported claim.

2 Clarify

Ask one question. Find the actual decision behind the objection.

3 Show evidence

Use dated documents and current facts. Say what is still unknown.

4 Agree a next step

Offer a document review, relevant visit, lender check or no further contact. Record the buyer's choice.

Developer and channel-partner roles

The developer or authorised owner confirms project facts. A channel partner uses the approved evidence pack and records questions that need escalation. Marketing improves messages using aggregated objection patterns; sales remains responsible for buyer conversations and bookings.

01 Your price is higher than the project next door.

ASK

Are both quotes for the same area basis, configuration and total payable amount?

SAY

That is a fair comparison to make. Let us put the dated cost sheets and floor plans side by side. We should compare total cost, usable space, possession stage and inclusions before comparing a per-square-foot headline.

SHOW

Two dated all-in cost sheets; floor plans; explicit area definitions and included/excluded items.

NEXT STEP

Send the one-page comparison and agree a time to review it. Arrange a site visit only if the comparison still fits.

AVOID

Do not use a universal carpet-to-saleable multiplier or invent a competitor quote.

02 Is this project registered and properly approved?

ASK

Which specific document or approval would you like to verify first?

SAY

We will share the current project registration reference and the relevant authority record, together with the documents we are authorised to provide. Registration and other approvals are different checks. If a fact is unresolved, we will confirm it in writing before proceeding.

SHOW

Current state RERA record where applicable; approved plans and other relevant documents; a qualified legal reviewer for title or contract questions.

NEXT STEP

Share official verification links and arrange a document review. Pause promotion or booking activity if required registration is unresolved.

AVOID

Never present a pre-launch label, self-funding or a promised future registration as a workaround for required registration.

03 Can I get a loan, and will the EMI be affordable?

ASK

Is your purchase dependent on a loan sanction, and what monthly outflow are you comfortable discussing with a lender?

SAY

Project acceptance and your individual loan sanction are separate. A lender must confirm eligibility, amount and terms. We can provide the authorised project documents and payment schedule so you can assess the commitment before deciding.

SHOW

Written lender communication, applicable payment schedule and a complete cost sheet.

NEXT STEP

Let the buyer obtain lender confirmation; revisit the purchase timeline afterward.

AVOID

Do not promise loan approval, interest rates or future refinancing.

04 I have not heard of this developer.

ASK

Would the delivery record, documents, people behind the project or a site inspection help most?

SAY

That is reasonable. Here is the verifiable delivery history and current project evidence available today. Where the business is new, we will say so. You can meet the responsible project team and have an independent adviser review the documents.

SHOW

Verified completed-project references if any; dated progress evidence; documented company and project-team information.

NEXT STEP

Arrange the specific proof review the buyer asked for.

AVOID

Do not attribute an architect's or contractor's projects to the developer.

05 What happens if possession is delayed?

ASK

Is your main concern rent overlap, a fixed move-in date or access to your money?

SAY

Let us read the documented possession timeline, payment milestones and delay provisions together. The authorised project team can explain the current status; your legal adviser can assess your rights and the contract. We cannot promise a delivery date beyond the documents.

SHOW

Current project-status record, dated construction update, agreement and payment milestones.

NEXT STEP

Send the relevant clauses and offer a joint review with the project team.

AVOID

No verbal compensation guarantees or reassurance that overrides the agreement.

06 The location is too far.

ASK

Which actual route matters, at what time, and how often will you travel?

SAY

Let us test the journey you will actually make. We can share the route and amenities that exist today, then you can compare travel effort with the home and budget you need.

SHOW

Dated route checks, map pins and verified existing facilities. Label proposed infrastructure separately.

NEXT STEP

Combine an inspection with the buyer's normal travel time when practical.

AVOID

Do not quote an unchecked commute time or present planned infrastructure as operational.

07 What are the hidden charges?

ASK

Would a total payable sheet, split by payment date, make the comparison clearer?

SAY

We will list the base amount, applicable statutory charges, deposits and every mandatory project charge we know of. Optional items will be separate. Anything awaiting confirmation will be marked, not silently left out.

SHOW

Signed or authorised cost sheet with dates, assumptions, inclusions and payment stages.

NEXT STEP

Resolve each missing item before a booking decision.

AVOID

Do not quote tax or registration rates from memory; state and transaction details matter.

08 Will the price double or give assured returns?

ASK

Are you buying to live here, earn rental income or sell later?

SAY

Future value and occupancy are uncertain. We can compare documented current prices and explain an illustrative scenario, including costs and downside assumptions. A forecast is not a delivered result or a guarantee.

SHOW

Dated comparable evidence; clearly labelled assumptions; full acquisition and holding costs.

NEXT STEP

Review the buyer's intended use and risk tolerance without promising a return.

AVOID

No guaranteed appreciation, invented scarcity or selective gross-yield claims.

09 I need to think or discuss it with family.

ASK

Which part is still unclear: the cost, documents, location or timing?

SAY

Of course. I can send a short summary focused on that concern. If useful, we can include the other decision-makers in a call or visit. When, if at all, would you like me to check back?

SHOW

One-page decision summary answering the named concern.

NEXT STEP

Agree a follow-up date or record that the buyer does not want further contact.

AVOID

Do not manufacture deadlines or keep calling after a request to stop.

10 Just send me the details.

ASK

Which configuration and budget range should I use so the information is relevant?

SAY

Certainly. I will send the floor plan, dated cost sheet and location relevant to your enquiry. You can review them first. Would you prefer a follow-up message or no follow-up for now?

SHOW

Configuration-specific documents with correct version dates and authorised claims.

NEXT STEP

Send only the requested material through the agreed channel; record consent and the next action.

AVOID

Do not send every brochure, unrelated offers or repeated unsolicited messages.

Before the next call.

- Assign one person to own the approved evidence pack and its version date.
- Confirm project identity, permission to market, current registration and applicable approvals.
- Check unit availability, full cost sheet, payment milestones and contract terms.
- Create a source link or document reference for each response. Mark unresolved facts clearly.
- Set an escalation owner and a realistic response deadline. Never improvise an answer.
- Agree the contact channel, permission and next action with the buyer.
- Review the top three objections weekly; update the ad, landing page or handoff when the same misunderstanding repeats.

What should you measure?

Use unique lead IDs in your private CRM. Record primary objection, source, whether evidence was supplied, agreed next action, visit booked, visit attended and booking outcome. Compare cohorts with the same date window. A booked visit is not an attended visit, and neither is a paid booking.

Share only aggregated patterns with marketing. Keep personal buyer information in the authorised CRM.

Use the QDnCo lead-cost calculator

Evidence before persuasion.

This public guide is an original, generalised adaptation of an internal project playbook supplied by QDnCo. Client identity, pricing, project claims and private operating details have been removed. Scenarios are guidance, not reported client outcomes. Prepared 1 October 2026.

Official verification resources

India Code: Real Estate (Regulation and Development) Act, 2016

Karnataka RERA

Tamil Nadu RERA

Verify the current requirements for the specific transaction with the relevant authority and qualified advisers. Links are supplied for verification; they do not imply approval of QDnCo.

Are your ads attracting the wrong questions?

QDnCo helps developers and channel partners connect buyer research, positioning, creative tests and lead generation. Bring your recurring objection patterns to a Phase 0 discussion. Your team stays responsible for sales.

Explore our India approach at qdnco.com

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