

ProspectBoss

Expired Listing Script 1: The Casual Approach

Hi there, is this the homeowner? I'm ____ calling with ____.

As I was looking over what's happening in our neighborhood, I noticed that your home is no longer for sale. I was really surprised that it went for ____ days without selling. Any thoughts on why?

(Hear them out — they'll often talk about what they see the problems are, the other agent's shortcomings, etc.)

I sold a home recently in the neighborhood at ____, so I thought you might still be interested in selling your home. How about I swing by tomorrow at ____ to take a look and give you a second opinion?

(If yes, book it! If no...)

Ok, I can just come by to drop off some things for you to look over. I've been selling in the neighborhood and I'd like to show you what I've been able to do for others. Around ____ tomorrow?

Expired Listing Script 2: The Empathetic Expert

Good morning, is this the homeowner? I'm ____ calling with ____.

I try to take a look at the homes for sale in the area every day, and I noticed yours was no longer listed. It's a great home, I was wondering what happened?

(Listen to what they have to say)

Where were you planning to move after you sold the house?

(Engage them in conversation a bit around this)

So, do you have a deadline for when you'd want to sell the house to get there?

(If they say they don't have a deadline or don't need to move)

I think I can get you where you want to be. What kind of time and attention did your last agent offer you? How many offers? Do you know what kind of marketing they did?

(They likely don't have good stats)

I know you're probably pretty frustrated, and likely think that all agents are the same, but I'd love to show you my approach. I work hard and I recently sold a home at ____.

How about this Saturday at ____? I won't take much of your time, and you'll likely find it worth it to at least get another take.

Expired Listing Script 3: The Harder Sell

Hi, is this the homeowner? I'm ____ calling with ____.

I was just calling because I noticed that your house just recently was taken off the market. It's such a lovely home, what happened?

(Listen to what they have to say)

I'm so sorry....it seems like you had a really bad experience. Well, I really like your home, and was wondering if you were considering relisting it?

(If not, why....if so, okay!)

How did you find your last agent?

(Usually a friend or referral)

Well, I might not be someone you've met previously, but I thought you might be interviewing agents more formally this time and I'd love to show you what I've been doing in the neighborhood and how I can help get you where you want to be.

Where are you heading when you sell the home?

(Listen and give some encouragement)

How about I come by this Saturday for 15 minutes tops and show you how I sell homes. It's likely a far different approach than one you've seen before.

Expired Listing Script 4: The Neighborhood Expert

Hi, is this the homeowner? I'm ____ with ____.

You know, I work in the neighborhood, and I noticed that your home was no longer for sale. Are you planning to put it back on the market?

(Listen - they will sometimes say 'maybe later,' or 'not for a while')

I can understand why you might feel pretty discouraged — it's a great house. Any idea why it didn't sell? Any offers?

(Listen to what they have to say)

I was just pretty surprised to see it on the market for ___ days, I assumed it would be gone in a few weeks. What made you all decide to sell? Where are you moving to?

I know you've likely had a few people calling you, but as I said, I've worked in the neighborhood for # years, I know this neighborhood, I've sold homes in this neighborhood, and I'd love a chance to sell your home or at least take a tour and see what might be holding it back.

Would you mind if I came by this Saturday at ____? I'm happy to give you some feedback.

Expired Listing Script 5: The Outstanding Agent

Hi, is this the homeowner? I'm _____ calling with _____ about your home.

I noticed it is no longer for sale. I'm sorry to see it didn't sell, it's a great house — I really like the (name some features) and I thought for sure it would be a fantastic fit for a buyer out there.

(Listen for things like 'yeah, it didn't sell' or 'it's not the right time' or 'it's a slow market')

Do you know why the home didn't sell? Hmm...well, do you know what your agent did to help get the home sold?

(Maybe an open house, etc.)

Well, there's a reason I sell homes in this area, and I have a lot of ways that I market homes that might really give your home an advantage if you're looking to interview agents in the future. I have a proven track record of closing deals quickly — in fact, over 80% of my listings sell within the first 30 days, often for more than the asking price.

(Plant the seed but keep moving in the script)

When did you want to move by? Where are you heading? Wow, well, I think I could certainly help get you there by (date).

I just sold the house at _____, do you think I could swing by and take a look at your house this Saturday at _____?

(If yes, book it, if not...)

I'll give you my honest opinion, and tell you a little about what I do that's different. I know you probably feel pretty discouraged right now, but not all agents are the same.

How about I swing by on Saturday, we'll chat for 10 minutes, and I'll give you some thoughts.