Expired Listing Script over the Phone

Hi, I am looking for _____ … Hi _____ … my name is _____ with _____ …

I am sure you have figured out that your home came up on our computer as an expired listing… and I was calling to see…

1. When do you plan on interviewing the right agent for the job of selling your home?

2. If you sold this home… where would you go next? (LA) That is exciting!

3. How soon do you have to be there? (Already) Ouch!

4. _____ … what do you think stopped your home from selling? (The Agent) Really!

5. How did you happen to pick the last agent you listed with? (Referral) Great! What did that agent do… that you liked best? (Nothing) Ouch!

6. What do you feel they should have done? (Sold my house) Really!

7. What will you expect from the next agent you choose? (Sell my house) Terrific!

8. Have you already chosen an agent to work with you? (No) Wonderful!

9. I would like to apply for the job of selling your home… are you familiar with the techniques I use to sell homes? (No) You are kidding!

10. What would be the best tome to show you… Monday or Tuesday at _____?

Once you are comfortable:

Good morning,

Your listing has expired, right! Why don't I stop by and take a look at your home? I think that while I'm there I can give you some ideas as to why your home didn't sell. That way if you decide to put your home back on the market you won't make the same mistake twice. Does that make sense to you? (Then bring over a CMA, a listing presentation if you have one, and something showing how you market your client's homes and your portfolio of work)