

Outline to Follow for the Expired Script

Below is the outline for an effective expired call. Remember the purpose of the call is to get the appointment.

Do Not use the phone to sell yourself or to handle challenges the Seller may have. When the Seller takes you off course or wants you to “mail it, explain it or drop it off” tell them “it is not self explanatory you will need to see the house” then close for the appointment. If they continue go back to the Phrases and ask the first question to get back in control.

Follow the outline below to build your script in your own words.

1. Identify Them: _____
2. Identify Yourself: _____
3. Determine if they have a need. (Do you still want to sell?)

If YES – Continue with script

If NO – ask “Have circumstances changed?” If no then say...
“then you do still want to sell your house” (Looking for a Yes! then move on)

If Noise – Give empathy and ask “do you still want to sell” again.
When you get a yes move on.

4. Make your offer: *Remember it must be compelling.*

5. Alternative Choice Close

Watch the Video when you review this outline. Remember it is best to write your own script using this outline, using the Three Phrases and The Rules of the Game as a guide. But always use your words. Remember when you finish... Practice, Practice, Practice.

Example Expired Script

Remember the purpose of the call is to get the appointment.

Hello is this _____

This is _____ with _____ and I noticed that your home is no longer offered for sale in the multiple listing service, do you still want to sell it?

If YES – Continue with script

If NO – ask “Have circumstances changed?” If no then say...

“then you do still want to sell your house” (Looking for a Yes! then move on)

If Noise – Give empathy and ask “do you still want to sell?” again.

When you get a yes move on.

What I would like to do is share with you our ____ point Custom Assessment that we created for this market. It will pinpoint why your home didn't sell, there is no charge or obligation. Would you have time tonight or would tomorrow be better to meet with you.

If you receive an Objection remember to ask...

“Before I go can I ask you a question?

Do you know why the home didn't sell?”

When you get them to admit they don't know you can close with:

That is what the assessment will do, it will pin point why the home didn't sell that way when you (re-list it, sell it yourself or any other objection they give) you can fix the problem...

Use the other phrases to finish and Re-Close.

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Rules of the Game

1. Never stop talking without asking a question.
2. Never move on until you get an answer.

The Three Phrases

1. Do you know why the house didn't sell?
2. So you don't make the same mistake twice.
3. Let me be your second opinion.

Dealing with Objection

When you encounter objection at the bottom of the script ask...
So before I go can I ask you a question?

Then ask the first Phrase / question.

If they give you a vague answer... *ask for specifics.*

If they give you Specifics... ask – *are you sure?*

If they are sure... ask – *If it was something else would you want to know?*

Remember when they want to know...
That is what the your Assessment will reveal.

Three Prong Approach

1. Call First.

The first approach of a Proactive agent takes is to make a call. Remember you must check the Do Not Call List (DNC). That can be time consuming and become an excuse to not call. Check out our partner The RedX. They will do all the work for you. They will find them, check the DNC list and get you the address so all you have to do is wake up and turn on your computer. Check out the Partner Tab on our web site for more information. If you signup through our site they will waive the \$149.99 set up fee.

2. Visit Second.

This is the next Proactive move to make if you are unable to call do to the DNC or if you don't reach them. If you get them at the door modify your script for an in person conversation. Always ask to talk with them now but, if they are busy ask to set an appointment.

3. Write or Leave a Letter.

This is the last prong and it is a passive approach. You are subject to them calling you. Don't get a false sense of security because you have mailed or left a letter at an expired. If you leave a letter but you are able to call them, make sure you follow up the letter with another call.



Here is a sample Assessment:

1. Why are you selling?
2. Where are you moving?
3. How long have you lived here?
4. When do you need to be sold and closed?
5. What did you like about your previous agent?
6. Why do you feel your home didn't sell?
7. Describe the likely buyer for your home?
8. What has been done to reach that type of Buyer?
9. Did your agent offer you guidance in home staging?
10. Did you make any adjustments after staging?
11. What method was used to set your asking price?
12. Did you receive regular market updates from your agent?
13. If yes How often?
14. Did you make any price adjustments based on those market updates?
15. Where the top Buyer Agents in the area informed of your home?
16. Was the neighborhood notified about your listing?
17. Did you receive any offers on your home?
 - a. If yes, How Many?
 - b. What was the Price?
 - c. If you received that offer again, would you accept it?
18. Did you have any open houses?
19. Did you find Open Houses effective?
20. How many websites was your home featured on?
21. Do you feel there were enough pictures on the Web Site to entice potential buyers?
22. Was a Virtual Tour provided?
23. Was a personal brochure created for your home?
24. Was your home featured as an enhanced listing on Realtor.com?
25. Was a Virtual Tour Created for you home?
26. Was your agent a full time or part time realtor?
27. Did you receive feedback from all your showings?
28. Do you feel your home received adequate exposure to the local market?
29. Do you feel your home received adequate exposure to international buyers & brokers?
30. What were the showing instructions for your home?
31. Do you feel access was available when requested?
32. Do you think it would be difficult for a qualified buyer to get financing for your home?
33. Looking back what would you have done differently to market your home?

REMEMBER: You need to create the assessment. Don't just copy this Assessment. Create your own using this as a guideline. When you create your assessment give it a professional look with a formal name. Start with easier questions and work up to the harder ones. Print it on upgraded paper stock. Make sure you leave spaces or lines to make notes for each question.

Sample Letter

Date

Property Owner
Address
City, State Zip

Dear Property Owner:

I have noticed that your home is no longer offered for sale in the Multiple Listing Service. If you are still interested in selling your home, I would like the opportunity to share with you our _____ point Custom Assessment that was created to deal with today's market. This assessment will help you pinpoint why the home did not sell and give you the knowledge needed to get your home Sold!

If you would like to know why your home did not sell, please give me a call me to set up an appointment. As an expert in your market I will go over the assessment in detail and introduce you to XYZ Realty. There is no obligation and the assessment is Free. I look forward to speaking with you.

Respectfully,

