

Expired Listings

First Call to Expired Listings Seller

Number One Agent in Properties Sold: Script #1

Tip!

If you get an answering machine, instead of “when would be a good time for you”, you might end the message with, “please call us at your earliest convenience at _____.”

AGENT: Hello, this is _____ with Keller Williams Realty. And we're _____ County's number one agent in properties sold. We specialize in homes that should have sold but didn't. We noticed that your home did not sell in the marketplace and wondered if you were still interested in selling. We just sold _____ homes last month and _____ of them were our own listings. So we really focus heavily on trying to get our listings sold. If you are still interested in getting your home sold, we would love to meet with you. Is there a good time for you?

Number One Agent in Properties Sold: Script #2

AGENT: Hello, this is _____ with the _____ group, and I noticed that your property has expired on the MLS. Are you still interested in selling your home?

SELLER: *Yes, I am.*

AGENT: Have you interviewed for an agent to represent your interests?

SELLER: *I think I'm going to stay with the agent that I had.*

AGENT: Okay. Do you have a reason for why your house didn't sell? Do you have an idea what might have happened?

SELLER: *It's just a really rough market right now.*

AGENT: That's true. Are you familiar with me? Have you come across my name in the marketplace?

SELLER: *Yes.*

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Number One Agent in Properties Sold: Script #2 (continued)

AGENT: That's because I am the top resale agent in _____ County. We have a phenomenal marketing system, and I also give service second to none. I have an average-days-on-the-market rate of ___ days, versus a ___ day average in the marketplace. We definitely have a systematic approach to real estate that makes our properties sell. I'm wondering if may come over to your home and sit down to show you what we can do to get your property sold.

If I Had a Buyer for You, Would You Consider Selling?: Script #1

AGENT: Hello, *Mr. and Mrs. Expired*. This is _____. I was going through some old files and noticed that your home had been for sale for ___ months, and I was wondering—if I had a buyer that was interested in seeing your home, would you still consider making a move?

If they say YES:

AGENT: Great, would it be okay if I asked you a few questions?

1. If we sell the home for you, where would you move? Would you stay local or leave the area? *[Listen to the response.]*
2. Did you have a time frame in mind as to how soon you hoped to make that move? *[Listen to the response.]*
3. Is there any flexibility in your price if a buyer were to make an offer? *[Listen to the response.]*

Great, I have some time tomorrow between _____ and _____ to come and look at your home and give you some advice. What time would be best for you?

If they say NO:

AGENT: Okay, I appreciate that. Just out of curiosity, while I've still got you on the phone, if the home had sold when you had it on the market, where were you planning on going to? Were you staying local or leaving the area? *[Listen to the response.]* Well, it doesn't cost anything to have your home on the market and if you could get the price you want out of your home, it would be a win-win situation for everyone that is involved. Do you think that would be something you would be interested in?

Qualifying an Expired Listings Seller: Script #1

Tip!

The key to prospecting for Expireds is to overcome their disappointment and position yourself as the knowledgeable, dependable, trustworthy, results-oriented professional they are looking for.

AGENT: Hi, I'm looking for *Mr. or Mrs. Seller*.

SELLER: *Speaking.*

AGENT: Hi, *Mrs. Seller*, this is _____ with Keller Williams Realty. I am sure you know, by now, that your home came up on the computer as an expired listing, and I was calling to see if and when you plan on interviewing agents for the job of selling your home? *[Listen to the response.]*

If you sold this home, where would you go next? How soon do you have to be there? *[Listen to the response.]*

Mrs. Seller, what do you think stopped your home from selling? *[Listen to the response.]* How did you happen to pick the last agent you listed with? *[Listen to the response.]* What did that agent do that you liked best? *[Listen to the response.]* What do you feel they should have done? *[Listen to the response.]* What will you expect from the next agent you choose? *[Listen to the response.]* I would like to apply for the job of selling your home. Are you familiar with the techniques I use to sell a home? *[Listen to the response.]* What would be the best time to show you ... this evening, or would tomorrow be better?

Qualifying an Expired Listings Seller: Script #2

AGENT: I was calling because your home showed up on my computer as an expired listing. I was wondering when you plan on interviewing agents for the job of selling your home. Would you mind if I interviewed for that position? Would _____ (date/time) or _____ (date/time) work better?

Qualifying an Expired Listings Seller: Script #3

- SELLER:** *I've had other agents call me already, and I have appointments setup with four of them.*
- AGENT:** Would you mind telling me what you're looking for in a new agent?
- SELLER:** *Somebody I feel comfortable with.*
- AGENT:** Well, what's going to make you feel comfortable?
- SELLER:** *Someone I can talk to who will be honest with me.*
- AGENT:** You want someone who's going to be honest with you and communicate with you. If I can show you both of those things when we get together tomorrow, will you go ahead and put your home on the market with me?
- SELLER:** *Yes.*

Qualifying an Expired Listings Seller: Script #4

- AGENT:** Hi, this is _____ with the _____ group. I'm sure you figured out by now that your home came up on my computer as an expired listing. I am calling to see when you plan on interviewing the right agent for the job of selling your home.
- SELLER:** *Never.*
- AGENT:** You don't think you'll ever look for one again?
- SELLER:** *No.*
- AGENT:** Really. If your home would have sold, where would you have moved?
- SELLER:** *Dallas.*
- AGENT:** So you were trying to move to Dallas.
- SELLER:** *Right. I'm thinking of giving up.*
- AGENT:** Have you bought a home in Dallas?
- SELLER:** *No.*
- AGENT:** Do you need to get this one sold first before finding something else?
- SELLER:** *Yes.*

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Qualifying an Expired Listings Seller: Script #4 (continued)

AGENT: How soon do you want to be there?

SELLER: By the second quarter.

AGENT: By the second quarter? What do you think stopped your home from selling?

SELLER: It just wasn't marketed well.

AGENT: Any other reason?

SELLER: My agent just wasn't there for me. No communication. I'm jaded. I don't think I'll try to sell now.

AGENT: I can understand that. How did you pick the last agent?

SELLER: The phone book.

AGENT: So you looked in the phone book and picked the big ad?

SELLER: Right. It was a company name I'd seen before.

AGENT: What did that agent do that you liked best?

SELLER: He started out strong and went over his plan in detail. But, after that, the communication dropped off.

AGENT: What do you feel he should have done?

SELLER: At least been consistent

AGENT: What do you feel you're going to expect from the next agent you choose?

SELLER: Constant communication and marketing.

AGENT: You want good communication and thorough marketing? Well, I'd like to apply for the job of selling your home. Are you familiar with the techniques I use to sell homes?

SELLER: No, I'm not.

AGENT: When would be the best time to explain my techniques to you?

SELLER: Saturday.

AGENT: Saturday it is then. Will all the decision makers be present when I come out on Saturday morning?

SELLER: Yes. Both my wife and I will be there.

AGENT: Just to be clear on things, if I can sit down with you, figure out why your home didn't sell, show you how I can get it sold for you in the next 4-5 weeks, keep the communication up, and do a good job consistently marketing your home, would you go ahead and put your home on the market with me?

SELLER: If it looks like that was going to happen.

Qualifying an Expired Listings Seller: Script #5

SELLER: *I already have appointments set up.*

AGENT: Oh, you do? If I could show you a plan that would get your home sold in the next 4–5 weeks, and net you more money than the average agent, would that be of interest to you?

SELLER: *Yes.*

AGENT: Why don't we get together and I'll go through my services with you. The worst thing that could happen is that we decide not to work together. You would come away from the meeting knowing that you had another top agent look at your home.

Qualifying an Expired Listings Seller: Script #6

AGENT: Hi, this is _____ with Keller Williams Realty. I noticed that your home has expired. It was on the market for 180 days. Why do you feel it didn't sell?

SELLER: *Poor agent.*

AGENT: I hear that often. Are you familiar with the services we provide?

SELLER: *No.*

AGENT: Has anyone ever explained to you what it takes to sell a home in today's market?

SELLER: *No.*

AGENT: May I come by and just take a look at your home? I could probably point out some things that might help you it. No obligations. If you like what I have to say, we can set up an appointment to talk some more about it.

SELLER: *Okay. I'll be interviewing other agents too.*

AGENT: I hear that a lot too and I'm not concerned about that. Something else I hear quite often is: "It's a bad market." There's really no such thing as a bad market. It's really the way the home is positioned in the market. Are you aware of that?

SELLER: *What do you mean?*

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Qualifying an Expired Listings Seller: Script #6 (continued)

- AGENT:** There could be several reasons for your home not selling. One reason could be the way the home has been presented to the public—the way they see your home and perceive it could be the problem. Second, it may have never been positioned in the market, meaning that it didn't have exposure to the market. Or third, it may have been the price. What do you think, *Mr. Seller*?
- SELLER:** *Price, maybe. I never received any good advice on that.*
- AGENT:** Did you set the price or did your agent set the price—or did you set it together?
- SELLER:** *My agent, who is my brother-in-law, set the price.*
- AGENT:** Were you doing your brother-in-law a favor, or were you looking to get your home sold?
- SELLER:** *A favor originally.*
- AGENT:** Do you want to keep it on the market for the next three months, or do you want to sell it?
- SELLER:** *Sell it.*
- AGENT:** I'm here to help you sell your home, not list your home.

Qualifying an Expired Listings Seller: Script #7

Tip!

Delivery is key. You want to convey in your voice and responses that you are listening, by repeating back what the seller says, and affirming it with words of encouragement. The most effective communication is when you make it about them, not you.

- AGENT:** Good morning, *Mr. Seller!* This is _____ with Keller Williams Realty, and I'm sure you figured out that your home came up in our computer as an expired listing, and my reason for calling is to see when you plan on interviewing the right agent for the job of selling it.
- SELLER:** *I'm thinking of going with my previous agent.*
- AGENT:** So you haven't talked with any agents yet, but until I called, you were thinking of going with your previous agent?
- SELLER:** *Correct.*
- AGENT:** Terrific. If you sold this home, where would you go to next?

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Qualifying an Expired Listings Seller: Script #7 (continued)

- SELLER:** *I'd continue with my plans to move to Michigan.*
- AGENT:** You'd continue with your plans to move to Michigan. That's awesome! How soon do you have to be there?
- SELLER:** *I was hoping to be there by second quarter.*
- AGENT:** So you were hoping to be there by now.
- SELLER:** *Yes.*
- AGENT:** I see. *Mr. Seller*, I'm curious—what do you think stopped your home from selling?
- SELLER:** *I don't think it was marketed well.*
- AGENT:** So you don't think it was marketed well. Yet you were considering, until I called, working with the same agent.
- SELLER:** *He promised we're going to work out the kinks.*
- AGENT:** You've been on the market how long?
- SELLER:** *Five months.*
- AGENT:** For five months. Hmm. Okay. Now, how did you happen to pick the last agent you worked with?
- SELLER:** *He was my brother-in-law's friend.*
- AGENT:** He was your brother-in-law's friend. I guess that didn't necessarily qualify him for the job of selling your home, did it?
- SELLER:** *He hasn't proven himself yet.*
- AGENT:** Sure, he hasn't proven himself. And you've given him five months to do that, correct?
- SELLER:** *Right.*
- AGENT:** What did that agent do, if anything, that you liked best?
- SELLER:** *He was always available.*
- AGENT:** So he was always available. And here's a really important question. What do you feel he should have done?
- SELLER:** *Well, he could have brought more buyers by.*
- AGENT:** So he could have actually shown your home more, and perhaps had a higher likelihood of selling it.
- SELLER:** *I don't think he showed it nearly enough.*
- AGENT:** I understand. What would you expect from the next agent you choose?
- SELLER:** *To find a buyer.*

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Qualifying an Expired Listings Seller: Script #7 (continued)

AGENT: To find a buyer. Terrific. And have you already chosen an agent to work with?

SELLER: *We haven't made a decision.*

AGENT: You haven't made a decision. Wonderful. *Mr. Seller*, I'd like to apply for the job of selling your home. Are you familiar with the techniques that I've used to sell ___ homes this year?

SELLER: *No.*

AGENT: You're not. What would be the best time to share with you our proven marketing approach? I'm actually available this afternoon at 1:00 p.m. or tomorrow at 10:00 a.m. What's more convenient for you?

SELLER: *Tomorrow at 10:00 a.m.*

AGENT: Perfect. Now, I'll be in touch with you tomorrow morning to confirm our appointment, and I'll have a few other questions as well. Is between 8:00 a.m. and 9:00 a.m. a good time to give you a call?

SELLER: *Sure, I should be home.*

AGENT: Super. Now, I'm going to have a packet of information dropped off with you today. Are you going to have time to review that information prior to our meeting?

SELLER: *What is it?*

AGENT: It's information that will help you understand how we assist you. It may help to point out some of the differences between other agents and me. There are also some things in there that will need your attention in advance; for example, the seller's disclosures that you had completed previously. We'll have a new one of those delivered to you as well. Does that make sense?

SELLER: *Sure. Could you highlight what I need to pay attention to?*

AGENT: Rest assured, we've taken care of that for you. There will be a list in there of everything you need to go over. All you need to do is follow it. One, two, three.

SELLER: *Sounds great, I look forward to it.*

AGENT: I look forward to meeting and talking with you tomorrow. I especially look forward to getting your home sold. Won't that be great?

SELLER: *That would be a dream.*

AGENT: Perfect. Dreams do come true, by the way. I'll talk with you tomorrow morning.