

# Expired Listing Scripts

## 1. The Casual Approach

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

As I looked over what's happening in our neighborhood, I noticed that your home is no longer for sale. I was astonished 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, and so on.)*

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...)*

Can I 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?

## 2. The Empathetic Expert

Good morning. Is this the homeowner? I'm \_\_\_\_ calling with \_\_\_\_.

I look at the homes for sale in the area daily and noticed yours was no longer listed. It's a great home, and I was wondering what happened.

*(Listen to what they have to say.)*

Where were you planning to move to 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 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 type of marketing they did?

*(They likely don't have good stats.)*

I know you're probably pretty frustrated and think 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 worthwhile to at least get another take.

### 3. The Harder Sell

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

I was calling because I noticed you recently took your house 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 terrible experience. Well, I really like your home, and I was wondering if you were considering re-listing it?

*(If not, ask why. If so, OK!)*

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 you've seen before.

## 4. The Neighborhood Expert

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

I work in the neighborhood and 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 understand why you might feel discouraged—it's a great house. Any idea why it didn't sell? Any offers?

*(Listen to what they have to say.)*

I was 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.

Could I come by this Saturday at \_\_\_\_? I'm happy to give you some feedback.

## 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 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, for example.)*

Well, there's a reason I sell homes in this area, and I have a lot of ways that I market homes that might 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 could certainly help get you there by *(date)*.

I just sold the house at \_\_\_\_\_. Could I swing by and look at your home 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. You probably feel discouraged 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.