

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.

6. The Disarming Script

Hi, I'm not sure if you can help me, I'm actually calling about ____.

(How can I help you?)

I was calling to see if the property was still listed by ____?

(No, we took it off the market.)

Oh, I see. Well, I'm a local real estate agent and I was wondering: When will you be interviewing agents again for the job of actually getting your house sold?

(It's been hard for us with so many people coming to see it, so we're probably going to keep it off the market for another few months.)

I completely understand that. Let me just ask you, if the property had sold, where would you have moved next?

7. The Number One Agent in Properties Sold

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?

(Yes, I am.)

Have you interviewed for an agent to represent your interests?

(I think I'm going to stay with the agent that I had.)

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

(It's just a really rough market right now.)

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

(Yes.)

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 you may come over to your home and sit down to show you what we can do to get your property sold.

8. If I Had a Buyer Script

Hello, ____! 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?

(Yes.)

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 *(time)* and *(time)* to come and look at your home and give you some advice. What time would be best for you?

(No.)

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? 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?