



TIPS, DIALOGUES AND TECHNIQUES FROM ACTIVE REAL ESTATE PROFESSIONALS

# Scripts and dialogues to help get appointments for expired listings



# EXPIRED DIALOGUE



## Working with Expired listings

We have polled hundreds of thousands of team leaders, power agents and brokers to find what works. In this dialogue book on “Expired Listings” we have compiled the best dialogues and scripts from top agents that can help you close and convert expired listings. What stands out is that letting the homeowner articulate where they think the marketing needed improvement is often the opening discussion.

Following this, we see offers to produce a more effective plan, some third party data to advise on pricing, and either an appointment to list ensues or there is a follow-up, frequently including examples of what is selling in the area.



Single agent NOT considering a team



41-60 Annual Transactions

**Jan Currier**

"I only farm the areas I know, so I always have folks looking in those areas. My first best choice of approaches is to meet and preview their home for a buyer showing. This is a no lose approach, and helps to establish a relationship, and help to establish trust. At minimum, I've previewed the home for one or more of my buyer clients."



Single agent NOT considering a team



11-15 Annual Transactions

**Viviana Katz**

"I don't believe in scripts -- if I call on an expired, I just engage them from that moment forward and try not to denigrate prior efforts but instead provide up-to-date valuation information they can use."



I am thinking of STARTING a team



16-20 Annual Transactions

**Cameron Piper**

"I simply ask them when they might have 15 minutes to get together so that I can show them how I get homes sold that didn't sell the first time around."



I CURRENTLY MANAGE a team



41-60 Annual Transactions

**Steven Geiger**

"I am sure you are frustrated with REALTORS® and the process; and ask what went wrong and why wasn't the house sold."

"I ask if the homeowner is interested in reviewing the market data to see if we have any suggestions to help move their property."

## Gaye Leggett

 Single agent NOT considering a team  31-40 Annual Transactions

"I ask them if they would like to see an updated market report of what homes in their area are selling for currently?"

## David Monroe

 I CURRENTLY MANAGE a team  11-15 Annual Transactions

"I send a letter to the home the day it expires, On the top of the letter on bold print I write. YOUR QUESTION: Where were you when my home was listed? MY [ANSWER]: I was selling a home for the homeowners who hired me! The \_\_\_\_\_ Family: I noticed your home is no longer listed for sale on MLS. Price is not the only reason homes do not sell. Marketing a property is usually the reason. Please give me a call and we can set up a good time for a consultation on how I can help you market your home to SELL, and for the best possible price. I've done it for others I can do it for you too! Call me today... keep it short and sweet. It also helps if you have previewed the home when it was for sale. I also make sure I put my card and a brochure about "Tips to Get Your Home Sold" in the envelope."

## Linda Damico

 Single agent NOT considering a team  11-15 Annual Transactions

"The biggest question here is 'Why do they not want to use an agent?' Listen to their response and let them know you hear them. Show them examples of how you can help without exactly negating their answer. The top answer I have heard is 'They are too expensive'. This is actually very easy. Instead of immediately offering to do it at a discount, show them how much time and money they have already lost. An inexperienced amateur will almost always leave something at the table."

## Christopher Vogel

 I CURRENTLY MANAGE a team  31-40 Annual Transactions

"I try to send a letter first to gain their attention. I look for an easy contact method to follow-up usually by email if I've located one and advise them of the current market surrounding their property and how we can get them back in the running for re-listing the property."

## Tamara Liggins

 Single agent NOT considering a team  0-5 Annual Transactions

"I would ask them, "Why they think their property did not sell?" Update them with market information and ask if I could be of assistance if they want to re-list the property."

### Daisy Neal



I am a single office broker



11-15 Annual Transactions

"What a great house you had listed. I especially liked ..... I have (or have had) sales and/or listings in this area. Is there some way that I could help you?"

### Katrina Rivero



I AM thinking of joining a team



0-5 Annual Transactions

"I noticed that your house was listed in the past and that it didn't sell. I would love the opportunity to meet with you and possibly discuss why your home didn't sell and see if I can help you get it sold. If you are ready to try a different agency with different ideas, please give me the opportunity to talk with you."

### Rhonda Ahern



I am a single office broker



41-60 Annual Transactions

"When I call an expired listing, I tell them that I have noticed that the listing on their home has expired and I wonder if they are still interested in selling it, or were they planning to keep it off the market. If they are still interested in selling it, I ask them if I can come over and take a look at the house (if I haven't already seen it) so I know more about it, so if I get a buyer interested in something like it, I can tell them about that house. Usually people are willing to do that and that gives me the opportunity to talk to them when I get there about what I can offer them. All I am trying to do when I call them is to open the door to further dialog, and the best way to do that is by being interested in them and their home and wanting to actually take a look at their home is the best way to do that."

### Barb Hutchinson



Single agent NOT considering a team



21-30 Annual Transactions

"Hello, I noticed your listing expired. Are you still interested in selling your home/property? I am a small company with highly personalized services to offer and would like to see your home in person as it looks very nice in photos and I feel that I could attract a qualified buyer for you. Call me when you are ready - I have XYZ day and time this week to stop in and visit with you."

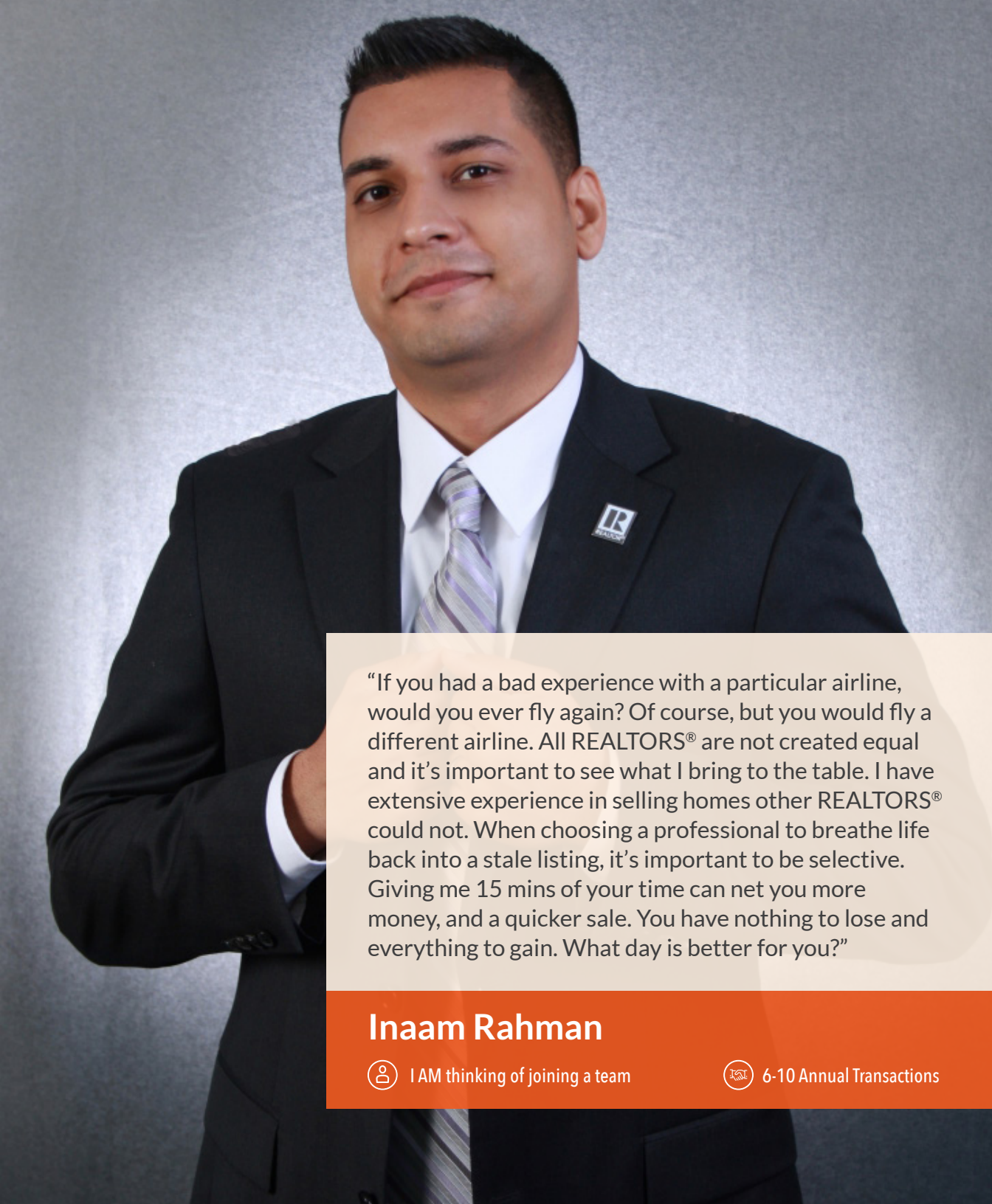
### Beth Harrington



I am a single office broker



6-10 Annual Transactions



“If you had a bad experience with a particular airline, would you ever fly again? Of course, but you would fly a different airline. All REALTORS® are not created equal and it’s important to see what I bring to the table. I have extensive experience in selling homes other REALTORS® could not. When choosing a professional to breathe life back into a stale listing, it’s important to be selective. Giving me 15 mins of your time can net you more money, and a quicker sale. You have nothing to lose and everything to gain. What day is better for you?”

## Inaam Rahman

 I AM thinking of joining a team

 6-10 Annual Transactions

TIPS, DIALOGUES AND TECHNIQUES FROM ACTIVE REAL ESTATE PROFESSIONALS

