

Expired Script

Hello, I was calling about the property that was for sale on _____ is this _____?

My name is _____. I'm a local real estate agent and I noticed the property actually came off the market today as an expired listing and I was calling to see _____, **When do you plan on interviewing the right agent for the job of helping you get it sold this time?**

(_____)--- Interesting!

Tell me...once you actually do get this property sold, **are you planning on staying locally in the area or are you moving out of town?** ***(_____)***---OK Good!

And in terms of your time frame—**How soon would you like to make the move a reality?**

(_____)--exactly

Well, yes...and that being the case I have to tell you in all honesty _____, I'm a little confused. I mean you're in a very nice neighborhood and your home looks to be in great condition. _____ **What do you think really stopped it from selling?**

(_____)

It certainly seems that way. If we only pay attention to what's being shown on TV and in the newspapers...they only focus on the negative stuff.

Here's the good news...Did you know that last month in our area there were _____ transactions sold?

So there are definitely people who are buying and selling.

The truth is _____, you need a very aggressive agent to make sure that you're one of them.

Tell me, **How did you happen to pick your last agent?**

Tell me, **was there anything that they did for you professionally during the listing period that you liked best?** ***(_____)***

Interesting...sounds like they did the basic traditional things that people do to get homes sold, is that right?

Well, Being that it didn't sell _____, you strike me as a person with a lot of common sense.

Tell me, **what do you think they should have been doing for you?**

So something that simple...I agree with you 100%

Now other than that...**what are you going to be expecting from the next agent that you actually list with?** ***(_____)*** Exactly!

Well that being the case, may I make a suggestion?

It sounds like right now, if at all possible, you are definitely still excited and motivated to get this house sold. You want to make the move happen and you're still committed to doing that right?

And at the same time _____ we're not specifically clear as to a couple of things...#1, why your home hasn't sold yet and #2 is realistically what we have to do to make sure that it does sell within maybe the next 30 to 60 days.

So how about we do this and I really wouldn't mind. It would only take about 15 minutes of your time _____ what I could do is pop by. I'll show you exactly what needs to be done in order to get this home sold within that time frame-in the next 30-60 days.

So at least that way, you'll have all of the information you need in order to make a good decision on what to do next.

Does that sound fair?

Typically, what time of day works best for you? Afternoon or Evenings?

Prior to us getting together on _____ I'm going to send you over a package of information. In there will be our 18 Point Detailed Plan of Action showing specifically what we're going to be doing differently. And I'm going to make a note here and that will be one of the first things we'll talk about...So will _____ or _____ be better for your?