

SUPER AGENTS LIVE

MEET YOUR MENTOR

Expired Listing Callback Script



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When it comes to making Expired Calls, it's very important to operate from a position of empathy. The more understanding you are at your core when making these calls, the better the results you will get. Also, it's important to ask open-ended questions that keep the conversation moving. By letting them talk and building rapport, you do two things:

1. You let them talk and lower their protective shield and
2. You find out what their pain and pleasure points are so you can sell to them and show them how you will solve the problem(s) resulting from their home not selling when it was first listed.

Hi <First Name>, this is from I'm calling because I was reviewing the MLS and I noticed that your home was no longer for sale. I wanted to find out when you were going to be interviewing agents for the job of selling your home.

If Seller says they are: Reply A

When would be a good time for me to come over and take a look at your home? When Income over, I can let you know what your home is worth, at the same time I can tell you what to do and more importantly, what not to do in order to get top dollar for your home and finally, I can tell you the fees and expenses that go along with selling your home so you have a good idea what you'll walk away with when we sell your home.

What's best for you, weekdays or weekends? [Let them answer]

What's better, mornings, afternoons or evenings? [Let them answer]

[Confirm the time and then go to Seller Interview Questions.]

If Seller says they are not:

I can appreciate that.

When you put your home on the market originally, where were you headed? [Listen for your selling points]

When were you hoping to be there? [Listen for your selling points]

Why do you think your home didn't sell? [Listen for your selling points]

I understand.

Let me ask, if we could find a Buyer who was willing to pay your price and close at a time acceptable to you, would you still be open to selling your home?



If Seller says no and doesn't give much detail on the selling points, you can go with these two step-down offers, in order.

Option 1 (Step down #1)

What if we could net you an additional \$5,000 to \$10,000 than the other agent said they would get you?

Option 2 (Step down #2)

One last thing before I let you go. Are you aware of our Guaranteed Buyout Program? <Your name or your Team Leader's name> offer a guaranteed buyout where I'll/he'll/she'll come out to your home and give you an offer within 72 hours that we/you both agree upon.

If we can get you an offer within 72 hours so you know your home would be sold without the worry of listing it, would you be open to meeting with us.

If Seller says they would be, refer to Reply A

If Seller says no:

So your plans have changed? [Listen for your selling points]

Now you use their selling points and close accordingly for the appointment.

Generically:

Why didn't you bring a buyer?

At the time it was on the market, I didn't really hear about it and I pride myself on keeping my ear to the track when new listings come on the market. It looks like you have a really nice house, so I can't imagine why people didn't want to see it. However, if your prior agent didn't do a good job marketing, that could have been the reason. We spend over \$X per month to generate over XXX leads per month at our office, which is at least 10 times what the average agent does each month. By generating so many leads, we can drive more Buyers to your home to get you more showings and increase the price paid on your home.

If I can show you how we can dramatically increase the number of showings on your home to get your home sold at your price and in a time frame acceptable to you, would you be open to meeting with me?



We didn't have many showings.

1. It looks like you have a really nice house, so I can't imagine why people didn't want to see it. However, if your prior agent didn't do a good job marketing, that could have been the reason. We spend over \$X per month to generate over XXX leads per month at our office, which is at least 10 times what the average agent does each month. By generating so many leads, we can drive more Buyers to your home to get you more showings and increase the price paid on your home.

If I can show you how we can dramatically increase the number of showings on your home to get your home sold at your price and in a time frame acceptable to you, would you be open to meeting with me?

2. Our team is currently working with over X,XXX Buyer clients right now. When we list a home, we expose your listing to this group of highly qualified and pre-approved Buyers even before we put it on the MLS to see if we can sell it to them in 24 to 72 hours to make it easier for you.

If we could get your home sold in a short period of time by selling it to one of our qualified Buyers, would you open to finding out how we could do that for you?

It was the price.

Is that your belief or is that what your agent told you? I'm not trying to be smug, but that's the excuse a lot of agents give when a home doesn't sell. It could have been the price, but I wouldn't be able to tell without seeing your home. Price is a function of supply and demand and I know that we spend more than \$X every month on marketing and advertising to generate Buyer traffic to your home.

If I can show you a way that we dramatically increase the demand on your home to get you the best possible price, would you be open to meeting with me?

We are going to wait a while before we list again.

I can appreciate that. So, have your plans changed? [Listen].

Find out why and then solve. It doesn't matter what the reason is, i.e., school, weather change, more money etc. (assuming the time frame matches your time on market) you can handle it like this.

Even with the large number of homes on the market today, Buyers are still waiting to wait a little longer for a closing on the right home. If we could find you a Buyer that was willing to pay your price and give you that extra time to close, would you be open to meeting with me?



We want to do some work on the home.

I can appreciate that. The people who buy your home may not want things fixed up or changed the way your going to do it and all your time and money could be lost. If we can show you a way to find a buyer willing to pay your price without having to do the work, would you be open to meeting with me?

We're going to re-list with the agent again.

Have you signed the listing agreement yet? **If yes, wish them well and offer to help them if their home doesn't sell again.**

If no:

Aren't you concerned that if you choose the same agent, you're going to get the same results? [Listen] All agents are different, and with our marketing and advertising, we've been able average our sellers XX% of their asking price with a closing date X to X days shorter than the market average. If I can show you how we can get you XX% of your asking price in X fewer days than the market average of X, would you be open to meeting with me?

We're going with another agent.

Have you signed the listing agreement yet? **If yes, wish them well and offer to help them if their home doesn't sell again.**

If no:

Before you sign a lengthy contract, meet with us so we can talk about our Guaranteed Buyout Program. I/<Team Leader's Name> offer two programs where we can guarantee that your home will sell, including me/<Team Leader's Name> buying it. When would be a good time to see which program is a better fit for you specific needs?

If you can't get an appointment, use this script:

If you do move in the future, when might that be? [Listen]

We have a monthly newsletter we send to all our clients that has great information about the current real estate market. Would it be ok if I add you to the list? _____ What is your email address? _____

Thank you,<First Name> and we look forward to an opportunity to possible work with you in the future.

Whatever time they tell you, cut it in half, subtract one day and call them then!

