



COACH SUPER MIKE TM

Taking Real Estate Agents to Pinnacle LevelsTM

Training Topic: Expired Call Scripts

- Try to make your expired calls first thing in the morning. I suggest starting by 8 a.m. or earlier if possible.
- Ensure that you use the expired follow up chart and be sure that you contact each expired listing from previous days. The key to obtaining listings is consistency and persistence!
- When the seller is short with you, ALWAYS TRY to ask another question or dig a bit deeper! The key is to attempt to keep the seller on the phone for as long as possible to build rapport.

Bombarded

Good morning, is this _____? This is (your name) from (your agency). I know you've probably been bombarded by a million agents regarding your house coming off the market. I'd love to show you how I am different! Then pause.

I have a very specific marketing plan to get your home sold! I am available today at 4 p.m. or tomorrow at 5 p.m. to get together. Will either of those times work?

Specialize

Good morning, is this _____? This is (your name) from (your agency). I noticed that your home is off the market. I know you've likely been bombarded by a million real estate agents calling you. However, I specialize in homes that have spent time on the market that did not sell. I have a targeted and specific marketing plan to get your home sold. I'm available today at 4 p.m. work tomorrow at 5 p.m. to show you that plan. Will either of those times work?

Questions

Good morning, is this _____? This is (your name) from (your agency). Before you hang up on me, I know that you've likely been bombarded by a million real estate agents calling you because your home is off the market. Can I ask you a few questions?

- While you were on the market, how many showings did you have?
- What was the specific feedback provided to you by your real estate agent regarding those showings?
- Do you believe you were priced properly?
- Do you believe you were marketed properly by your real estate agent?

I'd love to show you how we operate very differently and have a very specific marketing plan in order to get your home sold at the best price, in the least amount of time, with the most convenience to you. I'm available today at 4 p.m. or tomorrow at 5 p.m. Will either of those times work?

Sample Seller Written Note Script:

Dear _____,

I left you a message regarding your home being off the market. We'd love to help you get your home **SOLD!** Please call me so that I can show you a detailed plan on how we will get it done and how we operate differently!

Sincerely,

Agent name