



## COACH SUPER MIKE™

*Taking Real Estate Agents to Pinnacle Levels™*

### **Training Topic: Expired Listings™**

Follow these steps below to become successful at listing and selling expired listings.

1. Be different-

- a. How do all other agents prospect for expireds?

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2. Search the MLS for expired listings each morning

3. Obtain contact information for the seller

- a. Review tax records
- b. Go to [www.anywho.com](http://www.anywho.com) to obtain the seller phone number
- c. RedX- [www.theredx.com](http://www.theredx.com)
- d. [www.PeopleSearchNow.com](http://www.PeopleSearchNow.com)
- e. Try these alternatives:
  - i. Mail a personal hand written note to the seller
  - ii. Door knock
  - iii. Look up the seller on face book
    - 1. Send a private message to the owner
    - 2. Send a link to the owner with a link to seller client testimonial video (or more than one).

4. Call the seller at \_\_\_\_\_. Use sample script details below.

5. Have a unique script.

- a. What do other agents say when they call?

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- b. What will YOU say? (Intro, Apologize, Reason for call, Differentiate, Ask for Appointment, Close/Thank)

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6. Track your activities

7. Stay in touch

- a. How often will other agents stay in touch after being rejected?

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- b. How often will YOU stay in touch?

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- c. How?

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

8. Get the listing and continue this process each day.

9. Enter all leads into contact management and set follow ups constantly.

10. If you get the listing, be sure to send a thank you. If not, ask:

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**Sample Seller Call Script Details:**

- a. Introduction
- b. Noticed that your home is no longer on the market
- c. Inundated by a million realtor calls
- d. Are you still interested in getting your HOME SOLD?
- e. If no, Ask more questions.....
- f. Do you have 30 second to talk (if you feel like you are being rushed)
- g. If yes, "I'd love to set up a time where we can all meet so that we can show you our step by step guide on how we'll get your home SOLD and show you how we are different.
- h. Mention your differentiating factors. What sets you apart?
- i. Get appointment (if they are interviewing other agents, ask to be interviewed last)
- j. Close the call

k.