



COACH SUPER MIKE TM

Taking Real Estate Agents to Pinnacle Levels TM

Training Topic: Drip Campaign Scripts for **Non Responsive Expired SellersTM**

1. Before you start, ALWAYS remember that real estate is about: 1. PEOPLE 2. FOLLOW UP!
2. Remember, if you don't get the seller right away, then 8-15 points of contacts may be needed before you can be successful!
3. DAY 1- Contact the seller on the day they expire. Try to target between 7:30-8:00 am.
4. DAY 1- If you get a voicemail, hang up and call back right away. They may pick up thinking it is important. If not, leave a voicemail. "Hello _____, this is _____ from _____. I am calling because I noticed that your home is no longer on the market. I know you will be bombarded by a million agents, but I'd like to take a moment to tell you how we are different and how we will get your home SOLD!" Then list just a few differentiating factors.
5. DAY 1- Text the seller after you leave a voicemail. "Do you have time today to catch up?" Once they respond, then mention that you left them a voicemail and ask them if they still want to sell their home.
6. DAY 1- Schedule in your calendar or follow up system for a follow up call the next day.
7. EACH TIME YOU FOLLOW UP, schedule the next follow up IMMEDIATELY so that you NEVER drop the ball and let them fall through the cracks. Remember that scheduling is half the battle.
8. FOLLOW UP 2- The next day, call again. Leave a message, email or text saying, "Hello, this is _____ from _____. Just checking in to see if you received my message from yesterday. I'd love to meet with you to show you how we'll get your home sold!"
9. FOLLOW UP 3- If no response, 2 days later, send this text: "Is this (their name here)?" If they respond, then follow up accordingly.
10. FOLLOW UP 4- If no response, 2 days later, send this video through email (or Bomb Bomb): "Hello, this is _____ from _____. I wanted to send this quick

video to put a face to the name. I'd love to spend a few minutes on the phone with you. Are you still wanting to get your home sold?"

11. FOLLOW UP 5- If no response, 2 days later, look them up on Face Book and send them a private message saying, "Hello, this is _____ from _____. Are you still wanting sell your home?"
12. FOLLOW UP 6- Visit their home. This _____ from _____. I have been trying to reach you. I was in the neighborhood and wanted to stop by to introduce myself and meet you in person. Do you have a few minutes?"
13. FOLLOW UP 7- If no response, 1 day later, mail them a note saying "Dear _____. I hope you are well. This _____ from _____. I have been trying to reach you. Please call me at _____ so we can catch up. I'd love to help you with your real estate needs!"
14. FOLLOW UP 8- If no response, 2 days later send this text: "Who's this?" If they respond, apologize that you lost some contacts in your cell phone. Remind them who you are and ask if they are still looking sell their home.
15. FOLLOW UP 9- If no response, 1 day later, call them and leave a message saying, "Hello, this is _____ from _____. I have been trying to reach you about selling your home. Please give me a ring back. You'll notice how hard I am working just to try to speak to you.....imagine how hard I'll work for you to sell your home!"
16. FOLLOW UP 10- If no response, 2 days later, text them with a link to a Zillow review from a past client who most resembles their scenario (expired seller or a seller in general). Say, "Hello, this is _____ from _____. Please take a look at what one of my most recent clients had to say about my service! Let me provide you with this same great service!"
17. FOLLOW UP 11- If no response, 2 days later, call and leave a message saying "Hello, this is _____ from _____. Just checking to see if you received my text with the review from my past client "Susan". I'd love to provide you with this same great service!"
18. FOLLOW UP 12- If no response, 2 days later, send this text: "Did I do something wrong?" If they respond, say, "Thanks so much for getting back to me. Are you still thinking about selling you home?"
19. FOLLOW UP 13- If no response, 2 days later, send an email with link to a past client video testimonial that is relevant to them (buyer or seller). Say, "Hello, this is _____ from _____. Please take a moment to watch this quick video from a recent past seller who had a great experience with me! Can you catch up today?"
20. FOLLOW UP 14- If no response, 2 days later, call and leave a message explaining what makes you/your team different. This could be a full time/full service support staff, the number of homes you or your team sold last year or this year, the number of reviews that you or your team has or any other special feature.
21. FOLLOW UP 15- If no response, 2 days later, send an email saying, "Hello, this is _____ from _____. By now we should be best friends! Give me a call at _____ so I can help you get your home SOLD! I'd be honored to help you!"
22. FOLLOW UP 16- If no response, 2 days later, send a text saying, "Hello, this is _____ from _____. After many attempts to try to reach you, I have not heard back from you. Please know that I am always here should you decide to sell your home. I can be reached at _____. Be well! Thanks!"

23. Remember these tips:

- a. Do not **ONLY** focus on the expired listings for the current day. Go back months or even a year to old expired listings. Cross reference the MLS and ensure that they have not listed or sold since and contact them.
- b. Persistence **IS THE KEY** to the craft of expired listings.
 - i. Keep in mind that most agents do **NOT EVEN CONTACT EXPIRED SELLERS**.
 - ii. Keep in mind that **EVEN IF THEY DO**, they will generally only try 1 contact and then give up if no return contact from the seller.
 - iii. Remember that even the persistent agents usually stop after just 3 contacts. So, **IF** you are the last agent standing, you have a great chance of being successful!