

THE EXPIRED SCRIPT – OVER THE PHONE

Hi, I'm looking for _____ ... Hi _____ ... my name is _____ with _____ ...
I'm sure you've figured out that your home came up on our computer as an expired
listing ... and I was calling to see ...

1. When do you plan on interviewing the right agent for the job of selling your home? (Never) Terrific! / Really!
2. If you sold this home ... where would you go next? (LA) That's exciting!
3. How soon do you have to be there? (Already) Ouch!
4. _____ ... what do you think stopped your home from selling? (The agent) Really!
5. How did you happen to pick the last agent you listed with? (Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really!
8. What will you expect from the next agent you choose? (Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're kidding!
11. What would be the best time to show you ... Monday or Tuesday at _____?