

## **EXPIRED LISTING – TELEPHONE**

Good Morning ...

1. Your listing has expired, right?
2. Why don't I stop by and take a look at your home?
3. I think that while I'm there, I can give you some ideas as to why your home did not sell.
4. That way, if you decide to put your home back on the market, you won't make the same mistake twice.
5. Does that make sense to you?

## **PROSPECTING – OPEN HOUSE**

1. May I show you through the home?
2. Do you presently live in the area?
3. Are you presently working with another agent?
4. What would be the best time to show you property?
5. Would \_\_\_\_\_ at \_\_\_\_\_ be okay?
6. Oh ... by the way ... your name is?

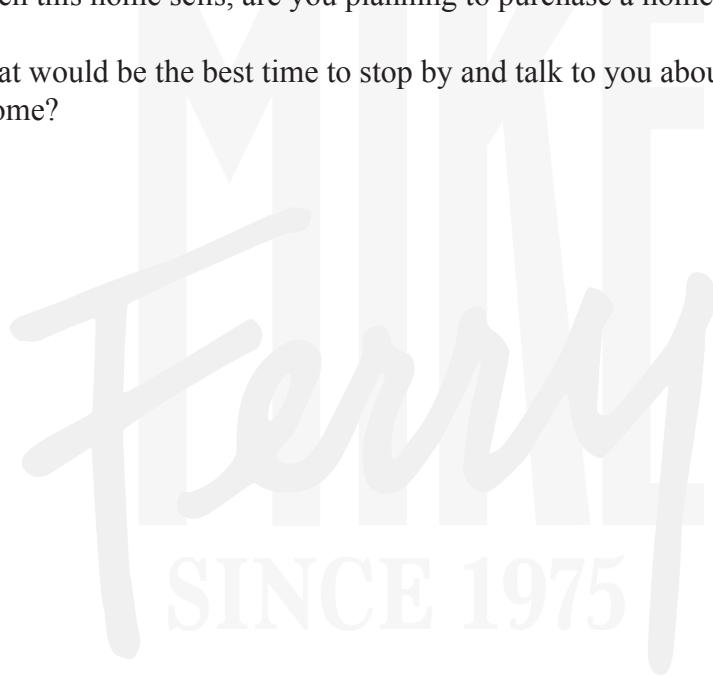
## **PROSPECTING – SIGN CALLS**

Key Point: A high percentage of your calls are going to be Sellers, not just Buyers.  
When the call comes in, before answering any questions, ask the following:

“Which home in the area do you own?”

## **PROSPECTING – TENANT-OCCUPIED LISTINGS**

1. Would you mind showing me through your home?
2. When this home sells, are you planning to purchase a home, or continue to rent?
3. What would be the best time to stop by and talk to you about purchasing/renting a home?



## PROSPECTING – CENTERS OF INFLUENCE

*Good Morning,*

*Wanted to take a moment again and remind you that I'm still in the Real Estate business.  
If you know of anyone who is thinking of buying or selling, please give me a call.*

### THE LEAD FOLLOW-UP SCRIPT

Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_. I'm calling with two questions ...

1. Do you still have to buy/sell a home?
2. Can we set an appointment for this week?

#### **“Remember the 3 -3 -3 Rule”**

1. Only let the phone ring 3 times.
2. Only call a lead 3 times.
3. Only talk to a lead 3 times.