

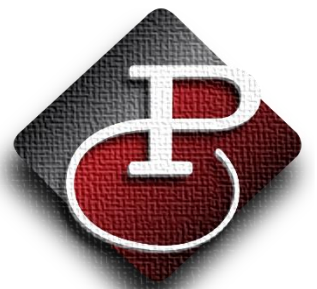
PREMIUM GROUP REALTY

Not On The Market

2019



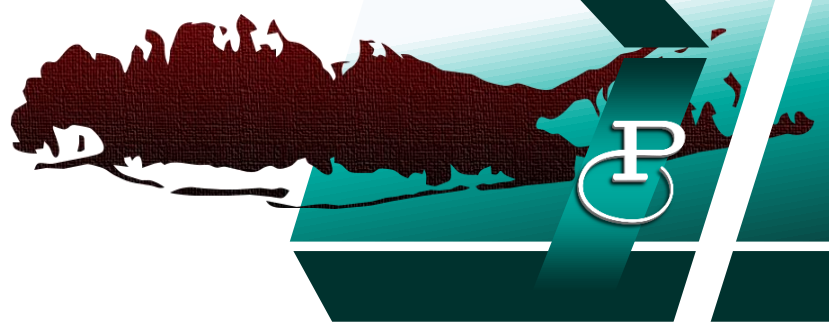
What You Say Matters





EXPIRED

EXPIRED NOT ON THE MARKET



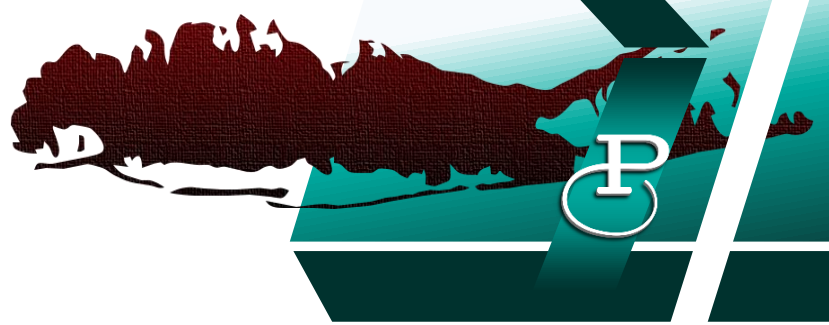
FIRST DIALOGUE

Hi, I`m looking for _____. This is _____ with Premium Group Realty. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it?
(If it is clear that they are getting lots of calls, use these effective lines)

- Are you just taking your home off the market?
- Are you getting a lot of calls?
- These agents are like rats coming out of the woodwork...aren't they?
- Can you imagine if you had to work with these people every day like I do?

- 1 If you ... sold this home ... where would you be going to next?
- 2 What is your time frame to be moved? (Ouch)
- 3 Why do you think your home did not sell? (Really)
- 4 How did you pick the last agent? (That obviously didn't qualify them to sell your home)
- 5 Has anyone told you exactly why your home did not sell? (Great)
- 6 The only reason a home does not sell in today's market is because of exposure ... did you know that?
- 7 If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? Perfect!
- 8 Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
- 9 What would be better for you _____or _____?

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SECOND DIALOGUE

Hi, I'm _____(Name) with Premium Group Realty. I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to?

Is that something you'd still like to do?

1 I've discovered there's only 3 reasons a great home like yours doesn't sell ...

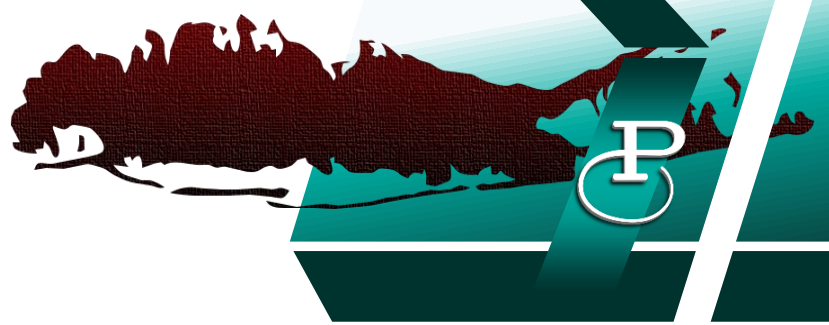
- The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.
- The home didn't show well or capture the buyer's emotions... or
- The pricing strategy ... I'm curious ... There are 2 ways to price ...
 - a. A high price for negotiations
 - b. A fair market price to create a potential bidding war

2 Which did your agent recommend?

3 Bottom line is if I can market it properly and sell your home in the next 30 days, It would be worth it for us to sit down and explore it.

4 What would be better for you _____ or _____?

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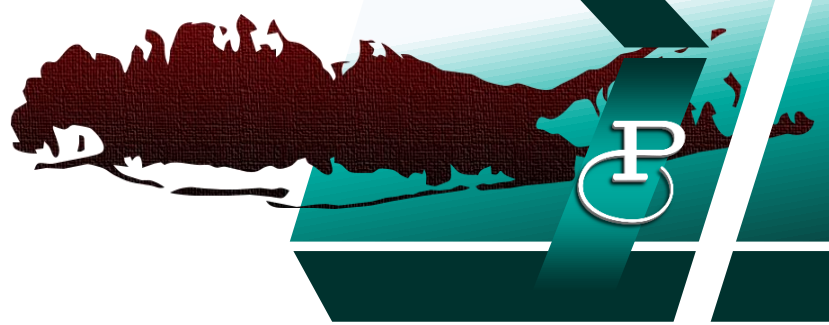
THIRD DIALOGUE

Hello, I`m looking for (name). This is (name) with Premium Group Realty. I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?

- 1 If you had ... sold this home ... where were you be moving to?
- 2 If I brought you an all cash buyer, close in 30 days, where would you like to move to?
- 3 What was your original time frame to sell and be moved? Ouch! /Really?
- 4 Why do you think your home did not sell? Really?
- 5 How did you pick the last agent you listed with?
- 6 Knowing what you now know ... what will you expect from the next agent you choose?
- 7 What type of feedback did you get from the people who saw your home? Tell me more about that.

EXPIRED OBJECTIVE HANDLERS



THE SOLUTION

"We're taking the home off the market."

I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

"We've already chosen another agent/friend in the business."

I can appreciate that ... have you signed an agreement with them?

(IF NO) Let me ask you a question ... after (x) months on the market and knowing what you know now ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

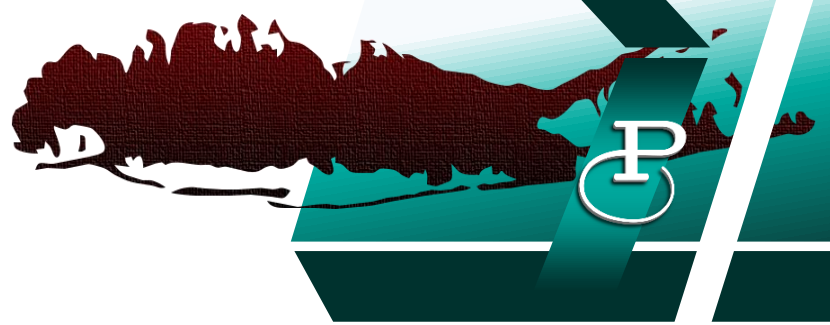
"We're going to try it on our own for a while."

I can appreciate that ... and let me ask you a question ... If I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

"You agents are all the same."

I hear you, and actually at Premium Group Realty here in Long Island we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

EXPIRED EMAIL TEMPLATE



STARBUCKS CARD CAMPAIGN

“Where were you when my home was on the market?”

That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19-point marketing plan I know you'll be impressed with ... what time can we get together to go over it?

To:

Cc:

Subject: 3 Reasons a Home Does Not Sell

Dear (Name),

I'm sorry to hear your home didn't sell. As you know, selling today can be very complicated. I've learned there's only 3 reasons a great home like yours wouldn't sell. I'd love to sit down, buy you a cup of coffee and discuss it if you're interested. No pressure, just let me know.”

(Your Name)

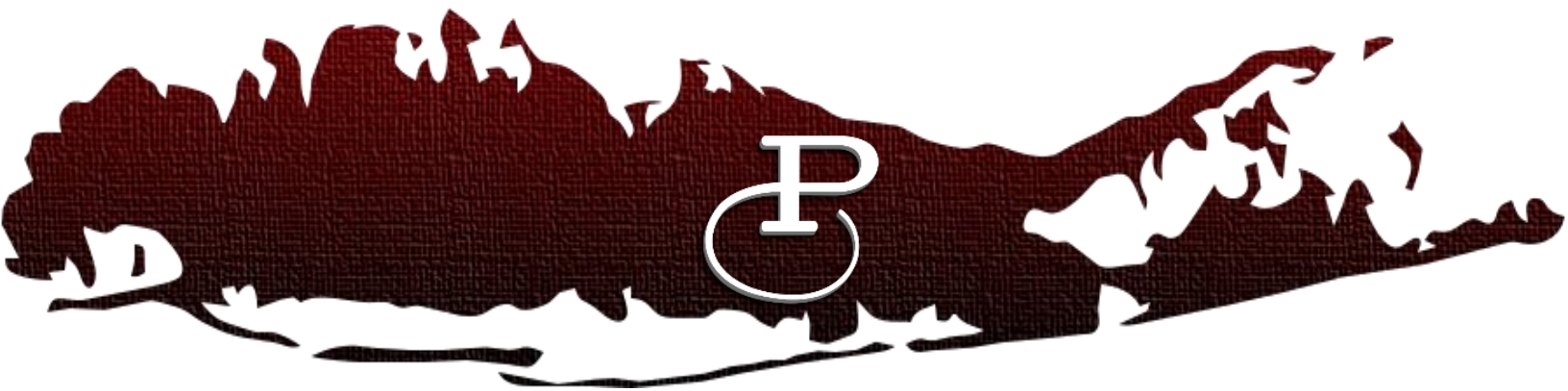
Premium Group Realty
450 Sunrise Highway
Rockville Center, NY 11570
516-243-7570

P.S. If you've changed your mind and decided not to sell, I'd still love to get you a cup of coffee and enjoy a Starbucks on us.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

PREMIUM GROUP REALTY

Committed To Excellence



Long Island • New York
Nassau • Suffolk • Queens • Brooklyn