



Tim & Julie
HARRIS[®]
REAL ESTATE COACHING

Expired Follow Up Call Scripts

(In most cases, you are leaving a message with these scripts)

Secret #1

Lots of agents call on expireds, especially right when they expire. After all, that's what we teach you. But almost **no one** actually follows up. Be the one who follows up! Many agents who list expireds regularly report that the sellers always say, "you were the only one who followed up!"

Secret #2

Part of why all this follow up is required is because of the decision process required of sellers. They are stressed. Many of them never thought they'd be in this situation. It takes time for them to work through their thought processes with regard to all of their options. They're getting advice from everyone they know. Your job is to be their trusted real estate advisor in their time of need. Be realistic and don't get frustrated. It's a process, but the one who's there when they're ready is the one who takes the listing!

Message #1

Hello, Mr. / Mrs. _____, my name is _____, with

I was surprised to see that your home expired today. It looks like a great home and I just wanted you to know that I specialize in helping people who are in exactly your situation. I would welcome the opportunity to see your home and get to know you better, so we can determine the best game plan to get the home SOLD.

If selling your home is still the goal, please contact me today, at: _____.

Message #2

Hello, Mr. / Mrs. _____, this is _____, with
_____. Remember me? I left you a message last week about selling your home. I specialize in helping people in exactly your situation, people who have been frustrated because the home selling process didn't end with a sale. If you still have to sell your home, I'd love the opportunity to meet with you to put together the RIGHT sales plan in order to get the home SOLD for you this time. Simply give me a call today, at _____, to schedule a time that's convenient for you.

Message #3

Hello, Mr. / Mrs. _____, this is _____, with _____ again. I'm excited to call you today to let you know about some of the great new opportunities that are out there and available to you both as a seller and as a buyer. Now that interest rates have dropped, more qualified buyers have joined the market and are looking for homes just like yours. I'd love to share with you how you can benefit by getting your home back on the market. My number is _____. I will be happy to schedule a time to meet that is convenient to you.

Message #4

Hello, Mr. / Mrs. _____, my name is _____, with _____ . I was surprised that your home expired. Sometimes even the best homes (like yours) don't sell. However, some exciting changes have taken place in the market that may make it easier to get it sold NOW. My goal is to net you the most money for your home, in the least amount of time, with the fewest hassles to you. If that interests you, please contact me as soon as possible, at _____.

Message #5

Hi there, Mr. / Mrs. _____, my name is _____, with _____, and I've noticed that you haven't relisted the home yet, and it hasn't sold. I'm concerned that you're missing a great opportunity to get it back on the market and getting it SOLD this time. Since rates have come down and buyers now know that prices have adjusted, more homes are starting to move. If you need yours to be one of them, I'm the right agent for you. Call me today at _____.

Final Message:

Hi, Mr. / Mrs. _____, this is _____ again, with _____. I just wanted to let you know that I am here for you should you wish to get your home back on the market. The best way to reach me is _____.

(Then put it in a file for three months and follow up then. If no response after that, then throw it away.)

Closing thought: This is what we mean by Relentless Lead Follow Up!