



Tim & Julie
HARRIS[®]
REAL ESTATE COACHING

Expired Objection Handling

Occasionally you will hear the following Expired Objections.

Secret: Remember to **never** attempt to overcome an objection.

Your goal is to

1. Set the appointment
2. Understand their motivation

Objection: If someone seems set on renting the home:

“Excellent Mr. Seller. Renting the home may be the best thing for you. We also offer property management. While I am there I will explain to you how our property management program works.”

Objection: Why didn't you show my home while it was for sale?

“Thanks for asking Mr. Seller. I appreciate that question. The fact is that I didn't know it was available. Yes it was in the MLS, but in this day and age, just sticking the house in the MLS won't get it sold. Add to this the fact that your old agent never called me to let me know anything about the house. The truth is, sometimes the best homes don't sell. When I see you at [TIME/DAY], I will show you exactly what we will do to get the home sold this time!”

– Or –

“I appreciate you asking that. I was working hard to get my listings sold for the homeowners who trusted me as their listing agent. Now that all of my homes are sold, I'm reaching out to folks in your situation so I can help you just like I've helped my other clients. Tell me more about your situation.”

Objection: I am going to re-list with the same agent.

“Really? I am surprised. Let me ask you, Mr. Seller, it's been six months [or however long the previous listing was for] and during that time [X thousands] of homes have sold (*Use your MLS to know the number.*) What is your old agent going to do this time that he or she didn't already try the first time? I am sure you probably agree that what matters most is getting the home SOLD. When I see you at [TIME/DAY], I will share with you the techniques that we use to get homes sold and if you decide to re-list with your old agent after that, then at least you will have more information and more ideas so that this doesn't happen again.”