



## Expired Script

**Goal:** To systematically eliminate objections and close. Really get to know and understand their situation, their goals, etc.

Hello?

**Hi! This is [Your Name] with [Your Brokerage]. Is this the owner of [property address]?**

Yes, this is [owner's name].

**Hi [owner's name]. I was online this morning and I noticed that your home is no longer being marketed. It looks like a great house - gosh, what happened? Do you still have to sell it?**

Yes/No/Maybe

*If yes or maybe:*

**Wow, I'm sorry it didn't sell right away. Sometimes even the best homes don't sell the first time around. Tell me more about your situation....**

*LISTEN! Pay attention to timeframe and motivation and any other important details. Take notes for future reference!*

**So let me ask you a real quick question...**

**If I could bring you an offer from a qualified, motivated buyer, someone who would pay what you need for the home, have a flexible closing date, and isn't contingent on selling their own home. This is someone who is already pre-approved or all cash. In other words, the buyer you've been waiting for. Well, you'd at least *consider* that offer wouldn't you?**

Do you have a buyer like that?

**I may very well. However, I need to take a look at your home and get to know you and your situation a bit better, so I don't waste your time with someone who isn't a fit.**

**I'll be in your neighborhood tomorrow afternoon around 3pm and again Saturday morning at about 10am. Which time is better to meet?**

## **Supplemental questions for use during the conversation...**

- ◆ When the house sells, where are you to moving next?
- ◆ Why do YOU think it didn't sell? What was your feedback?
- ◆ If there was a way I could still accomplish that goal for you, wouldn't you be interested in creating that game plan together?
- ◆ I've helped lots of folks in your situation. Tell me more about your timeframe and what your goals are for this house.
- ◆ Perhaps you just need a new approach and some fresh marketing.
- ◆ If I could get this house not just back on the market, but get it sold for you in the next 60 to 90 days or less, what would that do to your plans?