**Expired Script**

**Step 1:** Make sure you are talking to the owner. I’ve found it’s best to ask for them by their first name only. For example, if *Steve Johnson* is the owner and the person answering the phone sounds like a guy, then ask, *"Hi, is this Steve?"*

If they say “Yes,” then continue below.

**Step 2:** Get them to open up and talk to you, so you build trust and rapport.

*“Hey \_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m a Realtor here in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I sent you a book about how to sell a home that didn’t previously sell. I’m calling to make sure you received it. Do you remember seeing my book in the mail?*

Most of the time they’ll say “Yes.” **From this point, your goal is to get them to open up and talk to you.** Go through the questions below until they open up. Then, let them talk until you’ve reached a high point.

* *“Awesome, did you get a chance to read my book?”*
* *“What techniques inside my book would you like more information about?”*
* *“94 percent of buyers search for homes online. Do you think the previous pictures really captured your home’s true appeal and showcased it to online shoppers?”*
* *“What did you think about the chapter that talks about the 80/20 rule?”*
* *“What specifically do you think stopped your home from selling?”*
* *“What questions do you have about why your home didn't sell?"*

**Step 3:** Ask for the appointment quickly and casually. Don’t make the appointment a big deal. You’re not asking for anything that will hurt them.

Instead, you’re asking for the opportunity to meet and help them with your sale. Once you see it this way, it’s much easier to schedule appointments. Ask these 3 questions to schedule the appointment:

1. *“Are you still interested in selling your home?”*
2. *“I’d like to show you what I can do differently to attract more buyers and get your home sold. Do you have some time available to meet?”*
3. *“When do you have some time available over the next few days to meet?”*

**Step 4:** Pre-Qualify.

* *“What’s the reason you are looking to sell this home?”*
* *“Are you planning to interview more than one agent about selling your home?”*

**Common Objections and Responses:**

**Objection: We’re taking our home off the market.**

*“Are you interested in selling your house in the future?”*

**If they say “Yes,**” then continue: *“Do you mind if I follow up with you at that time?”*

**Voicemail Script**

*“Hi, I’m calling about your home for sale. I sent you a book that shows several different strategies that can get your home sold. I wanted to talk to you about my book and those strategies. Please give me a call at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ whenever you have some time. By the way, my name is \_\_\_\_\_. I’m a Realtor with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*