

— THE 5 CRITICAL SCRIPTS FOR GETTING LISTINGS

Maximize Your Learning with 2 complementary parts:

- 1) The 5 Key Mindset Principals – Don't just memorize words, learn how to say the right words instinctively.
- 2) Conversations that Convert – Earning Trust with strangers, and introducing F.O.R.M.

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- 1 EXPIRED LISTING
 - 2 FOR SALE BY OWNER SCR
 - 3 NEIGHBORHOOD FARMING
 - 4 MASTER OF THE OPEN HO
 - 5 THE PRE-LISTING INTERV



— EXPIRED LISTING SCRIPT

MINI GOALS

- 📄 Determine that they still want to sell.
- 📄 Learn about their goals and why they are selling.
- 📄 They think that you are a nice person. Seed planted.
- 📄 You get to meet them at their home.
- 📄 You get the listing.



EXPIRED LISTINGS - A FEW NOTES



QUALIFY THE HOME AND THE SELLER TO SEE IF IT FITS YOUR CRITERIA...

- Title Search
- Tax Assessment
- OLD Listing
- Research for comps etc. (Limited CMA)



CONTACT POINTS

These are not in any specific order, but logic will prevail based on your quality of contact

- Drop off a NOTE
- Drop off an OPEN HOUSE invite
- Phone call, if possible
- Drop off or email a package of homes that sold while they were listed for sale.
- Invite to Open House in the area, if applicable
- IF you were able to speak to them and learn where they would go after selling, then get a package of potential homes and research for them either by email or package.



MINI GOALS AND IDEAS, FOR EXPIRED LISTINGS THAT MEET YOUR CRITERIA

- Establish NEED
- Establish MOTIVATION
- Establish TIMELINE
- Establish are they NOW - NEVER or LATER
- View the home, meet the owner
- Be different and earn their trust
- Figure out if there is something that you can help them with.
- Be there next choice when they do decide to Sell.
- Put them on an information drip. Keep in touch.

Letter to write (not necessarily in the 40%)

Dear Homeowner,

I am sorry, I didn't have a buyer this time for your home.

It looks like your home is not on the Listing System any longer. I am sure that you are getting a lot of mail or drop offs or phone calls. I get it. There are usually a number of reasons that homes don't sell. You would have heard a few of them from your last listing agent. I know that. The truth is, sometimes, those are just excuses, and not really reasons.

Reasons identify the Challenge. Challenges have solutions. Excuses don't.

I may have a different story. The truth is, I think about the Buyer's that each listing attracts, and I think about it from their perspective. There are a number of ways that people can run across listings now on the Internet. That's because they are just a listing. What was the Buyer experience once they clicked on your listing?

To effectively MARKET a home, I would contest that we need to think about who the Buyer is...We need to MARKET to the BUYER! Nothing happens until a BUYER makes a decision to BUY. Does that make sense? That's what effective marketing does. It speaks to the Buyer.

If you think that you may want to "Market" your property instead of "Listing" your property, to get you the best possible result, then feel free to contact me and I would love the chance to sit down with you for 10 to 15 minutes and talk to you about how I do that.

You may get a phone call from me in the next day or so to chat. I hope this letter finds you well.

Looking forward to chatting with you soon.

- X** Your name
- X** Company
- X** Contact info
- X** Slogan

Phone Script (not necessarily in the 40%)

Ring... Ring...

Hello is this _____? My name is _____ from _____ real estate company and I'm just following up quickly on the note I left you on _____. Have you had a chance to read it? I am sure you are going over your options right now. Tell me, have you figured out if you are still planning on selling?

X Answer: Still wants to sell

Ok great. If you sold your home today, where would you be going to next? What is the time frame that you are hoping to be moved? Oh Wow.

Can I ask, why you think that the home didn't sell? Really. There is usually more than one reason...

Are you open to meeting briefly in the next few days or so to discuss a strategy to get you to _____ (new location) by _____ (time frame).

I have found that it is always good to talk about the whole plan first and then strategize. Does that make sense?

When is the best time to meet? Afternoon or Evenings? Ok. I have _____ or _____ free. Which would work best for you? I'll give you a call on _____ (a day before or 2 days before) to confirm and get a little more information.

X Answer: Not selling now, Planning on Staying

Ok. Is it because you don't think that the market will give you the price point that you need in order to make a move?

Ok that makes sense then. Would you be offended if I sent you some information on market activity once in a while? Just to keep you abreast of market conditions so that you will know when the timing is right? I could put it in my schedule to email you information periodically if you like. Would you find that helpful for when the time is right, in the future?

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or
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Is it simply a change in your plans altogether?

Ok. Great. I just wanted to make a quick call to check in and see if there is something that I could do for you to help you come to the best solution for you and your family. Sometimes it is good to just get together and chat and talk things out, you know what I mean? I am more than happy to do that some time if you like. I do this a lot with people and sometimes we end up with a plan that we activate in 6 months or a year later or sometimes we decide that now is actually the best time to make a move. You never know. Anyway, I am happy to do that sometime if you like.

Ok, I'll let you go for now. I'm really looking forward to meeting you. Take care and have a super day!

X If you have an Open House booked

Oh, by the way, I am doing an open house in the neighborhood over on _____ street on _____ at _____ to _____. BUT I am doing a special 1 hour preview time for the neighbors with some snacks and refreshments. You are more than welcome to come on by. I'd love to meet you.

Ok. Have a great day. Bye for now.

Letter to Expired Listing (drop off in an envelop and put it in their door)

You have selected this home because it fits with your Target Market. This is the product type that would attract the Buyer Type that you believe fits into the category that is causing 40% of the sales in your market area.

Dear Homeowner

Please don't throw this away!

I do not drop these letters off to every single expired listing.

This is the truth. I make it my business to do focussed research. My goal is to work only in the area where I believe there to be the most success. I am not the type of listing agent that wants to have 25 to 30 listings. The truth is, I cannot serve that many people in a high-quality way. Nobody can. I would have to hire people that don't care as much as I do. Its impossible to hire someone and pay them to care as much, or more, than me about my valued clients. That is what I believe anyway.

So, with that in mind, I take the time to identify the segment of the market that produces 40% of the sales in our real estate marketplace. I want to know what property type is in that segment of the market. That tells me what most of the Buyer's are buying. Does that make sense? I then try to focus on marketing that property to that specific Buyer. I make it my business to understand the Buyer who buys in this price point and what is important to them. Once I understand WHO we are selling to, then I find it easier to figure out how to MARKET to them. That's Marketing 101 right?

I don't want LISTINGS for the sake of having Listings. I prefer homes to market that will give me the best chance of attracting the most Buyers. That is my game plan. This is how I operate. This creates a "win-win" situation for my clients and myself. Make sense? I think your home fits within that segment. It should sell because I know that 40% of the Buyers are buying homes like yours. That is why you received this letter from me.

So, with that in mind, I am simply writing to you to find out if you still want to sell your home. If that is the case, would it be ok to meet for 10 to 15 minutes at some time in the near future to chat?

I am not sure if we would be a good fit together or not but in order to find that out, I would need to see your home and meet you to see if it is possible to help you reach your goals for your next move. The truth is, it may not be the right timing for you, right now. But at least you will be able to make a plan based on true information and then take it from there. Sound Fair?

Thank you for taking the time to read this little letter...

Feel free to call, text or email me anytime and I would love the opportunity to meet you. Take care and have a super day!

- X** Your name
- X** Company
- X** Contact info
- X** Slogan

PS...You may get a phone call from me in the next day or so... To see if you had a chance to read this...

Phone Script

Ring... Ring...

Hello is this _____? Hi. This is _____ from _____ real estate company. I dropped off a letter the other day at your house and wanted to quickly call and follow up on that.

First off, are you still interested in selling your home? Ok. Great.

If you were to sell today, where are you moving to? Ok. That's interesting. What is your timeline to make the move? Wow. That's exciting!

Ok, well I want to help you make that happen. Are you open to meeting some time to talk about a strategy to get you to _____? Hopefully by _____. (timeline)

If you read my letter, then you will know that I have already done some research and I have some ideas that I would like to talk to you about. But it doesn't make sense to talk about it on the phone. It's best to see your home before getting into those details.

X Not selling now, Planning on Staying

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