

SCRIPT: EXPIRED LISTING PROSPECTING



Expired listings pose great opportunities for other real estate agents to swoop in and help a homeowner sell their home. If you come across an expired listing, follow this real estate script:

YOU

Hi, I'm looking for (name). This is (name) with (company). I noticed your home was no longer listed online. Is it on or off the market?

Hello, yes, my home is no longer on the market.

HOMEOWNER

YOU

For what reasons are you taking your home off the market?

I haven't had any offers.

HOMEOWNER

YOU

Okay. If you had sold this home, where would you move?

I would have moved to (location).

HOMEOWNER

YOU

When did you plan on selling and moving?

In three months.

HOMEOWNER

YOU

Why do you think your home didn't sell?

I don't think we marketed very well.

HOMEOWNER

YOU

Knowing what you know now, what will you expect from your next agent?

Someone who's reliable, knowledgeable, and knows how to market properties.

HOMEOWNER

With this script, you'll be able to build a rapport with a homeowner who wasn't able to sell their home, gaining their confidence and trust that you have what it takes to help them reach their goals.

*Scripts provided are meant to be a template for a conversation. Before using any script, the user must observe any city ordinance on door-knocking and other activities; verify they are not violating any Do-Not-Call, Do-Not-Text, or Do-Not-Email lists to solicit, or any activity under the Telephone Consumer Protection Act; follow all of your MLS' rules, including but not limited to, not using information obtained from the MLS to solicit sellers; and ensure that user is not interfering with any exclusive relationship with another REALTOR®.



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