



# Virtual Top Gun Academy™

## Scripts - Session 3

### Expanding Your Listing Inventory Through Expireds



SAFETY ZONE SCRIPTS

**1. Associate:** *Because we have just met over the phone, at this point, I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*

CLOSE OPTION

YOU SAY:

- Alternate of Choice → *I am just heading into another appointment currently. However, I am free later at \_\_\_\_\_ or \_\_\_\_\_. Which is better in your schedule?*
- Direct Option → *I have an opening at \_\_\_\_\_.*
- Permission Close → *With your permission, let's meet later this week, okay?*

**2. Associate:** *\_\_\_\_\_, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you like the \_\_\_\_\_ other expired clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*

CLOSE OPTION

YOU SAY:

- Alternate of Choice → *I have appointments the rest of the day. I am open to meet on \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_. Is one of those better for you?*
- Direct Option → *We only need 5 minutes each. How about \_\_\_\_\_ at \_\_\_\_\_?*
- Permission Close → *What is your schedule like later this week?*

**SAFETY ZONE SCRIPTS CONT.**

**3. Associate:** \_\_\_\_\_, *the truth is I couldn't possibly help everyone that I speak with in a given week, month, or year, and I wouldn't want to. I operate an exclusive practice and am selective about clients I represent. I believe I can help you like I have \_\_\_\_\_ others in my career. Are you willing to invest a few minutes with no obligation to find out if you can still achieve what you set out to do a few months ago?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I have availability at \_\_\_\_\_ or \_\_\_\_\_. Which one works better in your schedule?*

Direct Option



*Let's book it for \_\_\_\_\_ at \_\_\_\_\_.*

Permission Close



*When is a good time for you?*

**4. Associate:** \_\_\_\_\_, *obviously when you put your home up for sale some months ago, you did it because you had goals, dreams, and objectives at that time that you have not realized yet. What if there was still a way for those to come true for you and your family? Wouldn't it be worth ten minutes of your time to see if they could? That's all I need.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*So should we meet quickly at \_\_\_\_\_ or \_\_\_\_\_? Which one works best for you?*

Direct Option



*Since it's just ten minutes, let's meet at \_\_\_\_\_.*

Permission Close



*Do you have 10 short minutes later this week?*

**EXPIRED APPROACHES**

**DIRECT OPTION APPROACH**

**Associate:** *Hello, I am looking for \_\_\_\_\_.*

*Hi, \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_ and the reason for my call is to see if your home is still available.*

*I wasn't sure...it came up on the multiple listing service as an expired (or withdrawn) listing. Were you aware of that?*

*Let me ask you this...when do you plan on interviewing agents for the job of selling your home?*

*\_\_\_\_\_, where were you hoping to move to?*

*So what was the timeframe you had for your move?*

*\_\_\_\_\_, what do you think stopped your home from selling?*

*I'm curious, how did you select the agent you listed with previously?*

(Opening to offer analysis)

*What did the agent do well in attempting to sell your home?*

*What do you feel they should have done to sell your home?*

*\_\_\_\_\_, I have a feeling for your situation because I have helped a number of people before like yourself. I don't know your goals and objectives, or situation 100% so I don't know enough to guarantee I can help you. So wouldn't it be worth a few minutes of our time to find out?*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**



*I am just heading into another appointment currently. However, I am free later today at \_\_\_\_\_ or \_\_\_\_\_. Which is better in your schedule?*

**Direct Option**



*I have an opening at \_\_\_\_\_.*

**Permission Close**



*With your permission, let's meet later this week, okay?*

INSPECTION APPROACH OPTION

**Associate:** *Hello, I am looking for \_\_\_\_\_. Hi, \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_ and the reason for my call is to see if your home is still available? I wasn't sure...I noticed your house was removed from the multiple listing services. Do you still want to sell it?*

**Possible responses:**

**Response:** *No*

**Answer:** *Oh, have your circumstances changed?*

**Response:** *No, I'm going to sell it myself.*

**OR**

**Response:** *No, just taking a break for now.*

**Answer:** *Oh, so you do have some desire to sell.*

**Response:** *Yes.*

**Answer:** (Continue on to well scripted offer)

*Because of today's challenging marketplace for sellers I'd like to offer you an analysis that I do to find out why your home failed to sell. There is no cost for this service and I'd be willing to share the results with you if you desire.*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**



*I have appointments the rest of the day. I am open to meet at \_\_\_\_\_ or \_\_\_\_\_. Is one of those better for you?*

**Direct Option**



*We will only need 5 minutes each. How about \_\_\_\_\_ at \_\_\_\_\_?*

**Permission Close**



*What is your schedule like later this week?*

**Possible objections script:**

*Because we have just met over the phone, at this point I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*

*\_\_\_\_\_, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you, like the \_\_\_\_\_ other expired clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*

*Until we invest a few minutes together, I don't know if your results will be the same, worse or better. Would you be willing to spend a few minutes together to see?"*

DEALING WITH APPOINTMENT OBJECTIONS

YOU REALTORS ARE ALL THE SAME

**1. Associate:** *I would agree that many agents provide very similar services. We have a “unique selling proposition program” that creates a distinct advantage for the buyer/seller we represent.*

CLOSE OPTION

YOU SAY:

- |                     |   |                                                                                                                                                           |
|---------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Alternate of Choice | ➔ | <i>I would be happy to show you the advantages as a seller/buyer. I could meet with you at _____ today or at _____ tomorrow. Which is better for you?</i> |
| Direct Option       | ➔ | <i>I know these programs will help. Does _____ work for you?</i>                                                                                          |
| Permission Close    | ➔ | <i>Would there be a time later this week to go over these programs?</i>                                                                                   |

**2. Associate:** *Boy, I can surely understand where you get that impression and feeling. And I know the kind of frustration you feel, because I’ve felt it myself when I’ve taken over listings like yours only to find poorly written and prepared listing documents, marketing pieces, marketing strategy, and just an overall poor job. I am not saying that is the case here. Mr. and Mrs. Seller, there really is a difference in agents. If there weren’t we would all be doing the same level of business in terms of listings, sales, time on the market, and list-to-sale price. And we’d all have the same level of client satisfaction.*

*So the real question is what’s the difference because there has to be one, right? I would be delighted to spend just a few minutes with you to help you understand the differences.*

CLOSE OPTION

YOU SAY:

- |                     |   |                                                                                                                                          |
|---------------------|---|------------------------------------------------------------------------------------------------------------------------------------------|
| Alternate of Choice | ➔ | <i>I am heading into an appointment right now but I am available later at _____ or tomorrow at _____ if either of those times works.</i> |
| Direct Option       | ➔ | <i>I can meet with you at _____ okay?</i>                                                                                                |
| Permission Close    | ➔ | <i>What works in your schedule in the next couple of days to meet?</i>                                                                   |

HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET?

**1. Associate:** *That's a great question. You see, I truly believe that I have an obligation to spend my time working diligently to sell the homes of the people who have entrusted their home to me to sell. So I spend the bulk of my time doing that, rather than selling other homes in the marketplace. Is that the kind of commitment and focus you are looking for in an agent?*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |                                                                       |
|---------------------|---|-----------------------------------------------------------------------|
| Alternate of Choice | ➔ | <i>Great, would _____ or _____ be better for us to get together?</i>  |
| Direct Option       | ➔ | <i>That is what I will bring. Let's meet on _____ at _____. Okay?</i> |
| Permission Close    | ➔ | <i>Great, when can we meet in the next few days?</i>                  |

**2. Associate:** *That's a great question and I'm sure this is a source of frustration for you right now. I can assure you that I personally take the responsibility of selling someone's home very seriously. In many cases, my clients have entrusted their largest asset to me. Because of that trust, I work almost exclusively to ensure their sale. With a success rate of my listings selling at \_\_\_\_\_ against the market average success rate of listings selling at \_\_\_\_\_, your odds are dramatically improved to achieve your goals and dreams working with me. When would be the best time for us to meet to evaluate your situation? There is no cost or obligation on your part.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |                                                                                                                     |
|---------------------|---|---------------------------------------------------------------------------------------------------------------------|
| Alternate of Choice | ➔ | <i>I am open later today at _____ or I have an opening at _____ tomorrow if you like. Which works best for you?</i> |
| Direct Option       | ➔ | <i>It only takes a few minutes. I have an opening on _____ at _____. Shall we book it?</i>                          |
| Permission Close    | ➔ | <i>We only need a few minutes. When would be a good time for you?</i>                                               |



## VIRTUAL TOP GUN SCRIPTS SESSION 3 – EXPANDING YOUR LISTING INVENTORY

### WHY ARE YOU CALLING ME NOW?

**Associate:** *It sure seems like a lot of people are calling, doesn't it? Your home's listing came up as expired, so I am calling to see if I can be of service. In order for me to accurately assess my ability to help, I need just a few minutes of your time and to see your home.*

#### CLOSE OPTION

#### YOU SAY:

- |                     |   |                                                          |
|---------------------|---|----------------------------------------------------------|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you this week?</i> |
| Direct Option       | ➔ | <i>Why don't we meet at _____?</i>                       |
| Permission Close    | ➔ | <i>Does later this week work for you?</i>                |

### WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT

**Associate:** *You were on the market for six months correct? Let me ask you this, what do you think she's going to do in the next six months that she hasn't done already? So, she should have probably done everything that she could do to get the home sold in the last six months, right? Are you looking for somebody that's aggressively going to get your home sold or do you want to wait for somebody to show up to buy it? In today's challenging marketplace homes are not bought but sold. Your home would have been bought by now. It needs to be sold; which takes a different strategy. I am offering to show you a new strategy at no cost or obligation. We really should at least meet.*

#### CLOSE OPTION

#### YOU SAY:

- |                     |   |                                                                                                                       |
|---------------------|---|-----------------------------------------------------------------------------------------------------------------------|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you?</i>                                                                        |
| Direct Option       | ➔ | <i>Let me at least give you a second opinion, let's meet tonight at _____?</i>                                        |
| Permission Close    | ➔ | <i>With your permission I'd like to be that second opinion. When would be best to give you this valuable service?</i> |

**EXPIRED LISTING SURVEY SCRIPT**

**Associate:** *Hi, I am looking for \_\_\_\_\_. Hi, \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we are doing a quick survey of the homes that failed to sell in the marketplace. We are doing this to respond more effectively to the marketplace challenges for our sellers. I need less than 5 minutes of your time. Would that be okay?*

*If your home has sold, where were you heading to next?*

*How soon did you want to be there?*

*\_\_\_\_\_, what do you think stopped your home from selling?*

*What's your general impression of the marketplace today?*

*What are your primary resources you use for your marketplace knowledge?*

*How did you happen to pick the agent you listed with?*

*What did the agent do that you liked best?*

*What do you feel they should have done?*

*If there was still an opportunity to achieve what you wanted when you listed the home some months ago, would you want to review that opportunity?*

*\_\_\_\_\_, thank you for your time today. I appreciate you helping me on this survey. I wish you the best!*