

Expired Mastery™

Scripts - Session 1

Starting Your Journey To Expired Mastery



To your Achievement of Excellence in Life

BASE SCRIPT (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I wasn't sure...it came up on the multiple listing service as an expired (or withdrawn) listing.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?

COMMITMENT TO SUCCESS SCRIPTS

1. _____, *I am so committed to my success and my clients' success in getting their home sold I am willing to go the extra mile to where most agents won't go even one step extra. Isn't that the type of agent you are looking for? One that is willing to do more?*

2. _____, *I am here meeting you because I believe that homes are sold through extra effort in this type of a market we are experiencing. It could be one of the reasons your home has failed to sell. Just imagine what length I will go to when I secure a lead that is interested in your home. Wouldn't you agree that level of commitment could help you sell this time around?*

SALES CYCLE TIME SAVER SCRIPTS

1. _____, *I appreciate the opportunity to visit with you face-to-face. I am convinced that I can help you. I need to ask you, when you decide to interview for the job of selling your home would you grant me an interview to try to win your business?*

2. _____, *it was a pleasure to meet you and see your home. You can see I am committed to mine and your success because I am one of the few to invest the time to meet with you. When you decide to interview agents about representing your interest in selling your home, would you be willing to interview me for the job?*

_____, *under what circumstances would you see yourself using services like mine?*

_____, *on a scale of 1 – 10 what would the chances be of earning your business?*

_____, *are there any circumstances you would see yourself using a service like mine?*

_____, *are there any circumstances you would see that would cause you to interview me for the job of selling your home?*

“Yes” Response:

“Under what circumstances?” or “Can you tell me what those circumstances would be?”

MLS PRINTOUT SCRIPT

There are a couple of items on the MLS printout that might have had an impact on your showing activity that I really think you should see. Unfortunately I am heading into another appointment or I would get it to you right now. I am free at _____ or _____ later today. Does either of these times work for me to just stop by to show you and walk you through what I am seeing here?

CONNECTION AND DIALOGUE QUESTIONS

Why did your property expire?

How long were you on the market?

Why do you think your property didn't sell?

Why are you selling the property?

What do you think could have been done differently?

What do you think should happen next?

Ideally, what would you like to happen for you?

Where did you start your original list price?

How many showings did you get in _____ months on the market?

What was the feedback from the buyers who looked at the property?

What about the price of the property?

How do you think you were priced?

Do you think you were priced competitively?

What are your plans now?

What is your objective with the sale of your home?

On a scale of one to ten, how important is it that you sell this property and move into _____?

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

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?

SAFETY ZONE SCRIPTS

1. *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?*

2. *_____, 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.*

3. *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?"*

4. *I am sure you have been inundated by agents calling you fishing for your listing. I have your listing pulled up on the MLS. I am looking at it right here and it stumps me why it hasn't sold. It's really a beautiful property. Why did this property not sell?*

Can I be real with you? Here is what I would like to do. I am going to do a market evaluation on your property. I am going to do some other homework and market research. I'd like to come out and take a look at your property and do a quick sit down with you to show you what I found out...how does that sound?

When is the best time/day to sit down with you and your _____?

EFFECTIVE QUESTIONS TO KEEP THE DIALOGUE GOING

- If you wanted to make a change in your real estate agent, what would need to happen next?
- Provided you would be willing to consider a change, what would you need to know to be assured you are making a sound decision?
- Provided you would be willing to consider a change, how long would a decision of this magnitude take for you to make it comfortably?
- What's the typical procedure of process you would use for making a decision like this?
- If we could create the ideal situation, what would it look like?
- If you could have exactly what you want from an agent, what would it be?
- If you could design the perfect solution to the problem we are discussing, what would it have?
- How will you define outstanding results?
- How will you measure a successful result?

NOTHING TO LOSE; EVERYTHING TO GAIN

1. _____, at this point you really have nothing to lose and everything to gain by simply meeting with me. Let's just set a quick appointment to meet so you will know for sure your options.

2. I am willing to invest a little time to do the research to find out why your home didn't sell because I am really stumped. _____, you have nothing to lose and everything to gain by me doing this. Let's set a quick time to meet so we can review what I find out. What would work for you?

THEY HAVE ZERO RISK

1. _____, you have zero risk in this offer. I am stumped by your home not selling. It makes no sense. Let me do a little research and we can meet for a quick meeting after I gain a little perspective. Again, you have no risk here so there is no reason to say no. Which works best for you? _____ or _____?

2. Bob, because you have had a less than satisfactory experience with your previous agent, here is my zero risk offer; looking at your home I am stumped at why it didn't sell. Let me review the marketplace numbers, do some research so you will know for sure. We can set a time for later this week to review the results. What time would work best for you?

NO OBLIGATION TO YOU

1. _____, I understand your concern and appreciate that based on your previous experience you are under no obligation to work with me to represent your interest; that is completely your choice.

2. _____, I realize your last experience with a real estate agent didn't go as planned. I want you to know that you are under no obligation by setting this appointment with me. You can choose to use the information I share with you in whatever manner is best for you and your family. I would want you to do that.

COSTS YOU NOTHING

1. _____, I want to be clear, this service I am offering costs you nothing. I am willing to do it because you have a need. What happened doesn't make sense to me, and if I can't help you...you might refer me onto someone I could be of service to. I am booked most of today but I have openings at _____ or _____. Do either of those times work?

2. _____, my initial research and this quick appointment we are discussing costs you nothing. I am willing to make this investment of my time because I believe there is a possibility that you can still accomplish your goals you set out to achieve a few months ago when you started this journey. I won't be 100% sure until I spend some time doing the research and then reviewing what I found out with you and your _____. I am game if you are. What time would be best this week to meet?

YOU WON'T EVEN BRING A LISTING CONTRACT

1. _____, I can hear the concern you have in your voice. I can appreciate you don't want to meet with some pushy salesperson. In truth, I'm in sales and I don't like those types of salespeople either. I will make an agreement with you. I won't even have a listing agreement with me when I come for our meeting. This way there is nothing for you to sign...fair enough? What would be the best time for you? I have an opening at _____ or _____ this week. Which is better?

2. _____, I understand your aversion to salespeople. I feel the same way. To put your mind at ease I won't bring a listing agreement to our meeting. You won't have anything to sign. How does that sound? _____, I just want you to have the information you need to make an informed decision that is right for your family...that's it. When would be best to meet? Would _____ or _____ be better for you?

THIS APPOINTMENT ISN'T TO LIST THEIR HOME

1. _____, the real purpose of the meeting isn't to list your home. I have no idea at this point whether your home qualifies to be in my inventory and if I want your listing.

Again, I haven't done any research on your property and the targeted marketplace for your property. We haven't sat down to get to know each other yet.

We need to take the first step here if you want to. I am willing to invest some of my time. What time this week would work best for you?

2. _____, I am not ready to list your home just yet. I don't have enough information to know if I want your listing. At this point you and I don't know enough about each other to do business together. I also don't know enough about your home, haven't done the research, or target marketplace review to determine what went wrong the first time.

I am prepared to invest some time to do the review and research. Then spend some time going over with you what I found. At that point we can then decide if we want another appointment to discuss the possibility of doing business together. Would that be okay? I am booked today but I have openings on _____ or _____ at _____. Which is better for you?

YOU DON'T KNOW ENOUGH ABOUT THEIR SITUATION

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?

YOU DON'T KNOW ENOUGH ABOUT THEIR SITUATION CONT.

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?

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?

YOU DON'T KNOW ENOUGH ABOUT THEIR SITUATION CONT.

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?

THEY DON'T KNOW FOR SURE WHY THEIR HOME DIDN'T SELL

1. _____, it must be frustrating to have a great property like you do and not know why your plans didn't work out. To tell you the truth, I am little stumped as well.

I am willing to do a little research to find out why so you can rest easier. Let me review the marketplace numbers and take a look at comparable sales activity. Then come see you and your property and we can go over what I have found. That way all this uncertainty will be removed. How does either _____ or _____ sound to you?

2. _____, not knowing why must be one of the worst parts of this experience. Let me at least help with that. I am willing to review the marketplace numbers and research your property. Then we can have a quick appointment to review the findings so at least you will know. I can do my research _____. So why don't we meet _____ or _____. Does either of those times work for you?

WHY MAKE THE SAME MISTAKE TWICE?

1. _____, here is my concern for you. Without a new perspective and broader resources and information don't you run the risk of being in this same position again?

Doesn't it make sense to avoid all chance of arriving at the same place to at least spend a few minutes to gather some new information?

I am willing to review your property, target market trends, and marketplace absorption rates so you have the information you need to make the best decision for you and your family. All we need to do is set a meeting to review the material. I am booked for the rest of today but have openings at _____ or _____. Which works best?

2. _____, I would assume you have been keeping up on the real estate market? How would you describe it? So since it's so _____ then don't you agree that without at least reviewing some new information, considering a new perspective, and broadening your resources, you run the risk of having this negative result again?

If you have the opportunity to again all those things without cost or obligation shouldn't you at least consider it? I am willing to review and research the marketplace if you are willing to meet with me to review what I have found. I am willing if you are. What time this week works best for you?

WHY NOT GET A SECOND OPINION?

1. _____, I can hear and understand your frustration. I would feel the same way you do if I was in your position. Let me ask you this, would it make sense, since the outcome wasn't what you hoped and planned, to seek a second opinion?

That is what I am offering; an objective second opinion about your property and the marketplace. We merely need to set an appointment to meet. I have openings at _____ or _____. Which is better for you?

2. _____, for most people, their home is their largest asset. Because of its value to their asset base and with marketplace changes it seems prudent to have a second opinion, doesn't it?

I am willing to do the research to give you that. I am stumped why your home didn't sell based on what I see here on the MLS. I can do the research _____. So we could meet on _____ or _____. Which would work better for you?

EXPIRED MASTERY SCRIPTS SESSION 1 – STARTING YOUR JOURNEY

NO OBLIGATION TO YOU

_____, I understand your concern and appreciate that based on your previous experience you are under no obligation to work with me to represent your interest; that is completely your choice.

YOU WON'T EVEN BRING A LISTING CONTRACT

1. _____, I can hear the concern you have in your voice. I can appreciate you don't want to meet with some pushy salesperson. In truth, I'm in sales and I don't like those types of salespeople either. I will make an agreement with you. I won't even have a listing agreement with me when I come for our meeting. This way there is nothing for you to sign...fair enough? What would be the best time for you? I have an opening at _____ or _____ this week. Which is better?

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WHY NOT GET A SECOND OPINION?

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That is what I am offering; an objective second opinion about your property and the marketplace. We merely need to set an appointment to meet. I have openings at _____ or _____. Which is better for you?

2. _____, for most people, their home is their largest asset. Because of its value to their asset base and with marketplace changes it seems prudent to have a second opinion, doesn't it?

I am willing to do the research to give you that. I am stumped why your home didn't sell based on what I see here on the MLS. I can do the research _____. So we could meet on _____ or _____. Which would work better for you?