

Expired Mastery™

Scripts – Session 3

Getting Past Blocks, Stalls and Appointment Objections



To your Achievement of Excellence in Life

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?

APPOINTMENT OBJECTION SCRIPTS

YOU REALTORS ARE ALL THE SAME

1. Associate: *I would agree that many agents provide very similar services. We have a (USP) program that creates a distinct advantage for the seller we represent.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I would be happy to show you the advantages as a seller. I could meet with you at _____ today or at _____ tomorrow. Which is better for you?

Direct Option



I know these programs will help. Does _____ work for you?

Permission Close



Would there be a time later this week to go over these programs?

2. Associate: *I would agree, to most consumers, agents do look the same. It is the level of service you receive as a client and the skill of the agent that makes the difference. Are you looking for a high level of service? Great!*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for us to get together?

Direct Option



That is what I will bring. Let's meet on _____ at _____. Okay?

Permission Close



Great, when can we meet in the next few days?

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

YOU REALTORS ARE ALL THE SAME CONT.

3. Associate: *I can understand your thoughts; we all look like we are doing the same thing. One of the big differences is expertise, and frequency of what we do, and the results. What are your expectations of the agent that represents you?*

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 marketing, MLS data, virtual tours and other exposure issues. 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 ratios. And we'd all have the same level of client satisfaction. Does that make sense?

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>

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

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



Great, would _____ or _____ be better for us to get together?

Direct Option



That is what I will bring. Let's meet on _____ at _____. Okay?

Permission Close



Great, when can we meet in the next few days?

2. Associate: *I can appreciate that question. I think the difference is, my focus to get the job that I am hired to do, done. I was not hired to sell your home. Right now in our board _____% of the homes that are listed, sell. My listing to sale ratio is _____. This gives you a tremendous advantage over the other homes when working with me. Are you looking for an edge over the competition? Terrific.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am 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?

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

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

3. 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 against the market average ____% success rate, I must be doing something right. Wouldn't you agree?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am open later today at ____ or I have an opening at ____ tomorrow if you like. Which works best for you?

Direct Option



It only takes a few minutes. I have an opening on ____ at _____. Shall we book it?

Permission Close



We only need a few minutes. When would be a good time for you?

4. Associate: *I have found in the years I have been in business some of my best clients that we helped the most and appreciated our professional service the most were people in your situation. That's why I am calling. I only need a few minutes of your time to see if we can be of service to you. Isn't it worth a few minutes to get that professional second opinion?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have appointments the rest of the day. I am open to meet at ____ or ____ on _____. 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?

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

WHY ARE YOU CALLING ME NOW?

1. 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

1. 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?*

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 MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT CONT.

2. Associate: *I appreciate your loyalty to your previous agent. How long were you listed the previous time with him? Wow, that is certainly a reasonable length of time. What new strategies is he going to implement this time to ensure your home is sold? Do you think it might be worth at least getting a second opinion before you relist so you have a different view of the marketplace, marketing, strategy, market trends, buyer volume, staging, pricing strategy, branding, positioning, and a host of other factors that will influence your sales price as well as saleability?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for you this week for a second opinion?

Direct Option



Let me at least give you a second opinion, let's meet tonight at _____.

Permission Close



With your permission I'd like to be that second opinion. When would be best to give you this valuable service?

WE ARE GOING TO WAIT UNTIL...

1. Associate: *I can appreciate how you might feel that waiting might lead to a better conclusion for you. Let me ask you _____, if waiting would actually harm your opportunity to sell your home would you want to know about it? Based on the market trends, inventory levels, interest rates there is some indication the marketplace will be more challenging this spring.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for you this week to go over your options?

Direct Option



Let me at least give you your options, let's meet tonight at _____.

Permission Close



With your permission I'd like to go over your options. When would be best this week to meet?

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

WE ARE GOING TO WAIT UNTIL SPRING

1. Associate: *You are waiting until spring because it is not the selling season correct? I understand why you would feel that way. The challenge is your competition will double as well or more than it is right now. We saw an influx this year because of the tax credit. We won't have that this spring. And they are predicting higher interest rates for this spring. Real estate is about supply and demand. Supply will be up; we don't know if demand will be up to meet the supply. Do you see the concern I have for you?*

WE ARE JUST GOING TO HOLD OFF SELLING FOR AWHILE

1. Associate: *I can certainly understand to take a break from all the sweeping, moping and keeping your home perfect at all times. I am sure you were really excited to move when you started the process at the very beginning, right? I have helped a lot of clients just like yourself sell their home where they had a bad experience first...then we worked with them and it went smoothly. We achieved a sale at their price quickly. If we could do that for you like we have for others would you be open to discussing that?*

WE ARE JUST GOING TO SELL OURSELVES

1. Associate: *I agree there is the potential to earn the commission by selling it yourself. _____, are you aware that there are over _____ homes currently for sale in your price range in your general area? Did you know that last month only _____ homes actually sold out of that group of homes? That's the ones people know about; the For Sale By Owner odds are even longer. I really do understand your frustration. Before you decide to take that route let me at least see if I can help you. I see you have a nice home and I am not sure why it didn't sell. Let me take a quick peek at your home to see what the trouble might be. I could meet with you at _____ or _____. Does either of those work for you?*

VOICEMAIL SCRIPTS

VOICEMAIL #1

Option 1: *Mr. Smith, this is _____ with _____. It's my pleasure to leave this message for you today. The reason for my call is your home appeared as off the market today. I specialize in helping sellers who have had a previous bad experience in selling. I have a program that will guarantee a successful sales experience. I will be in the office accepting calls between _____ and _____ on _____ and _____ this week. I will anxiously await your call. Thanks for taking the time to listen to my message. Once again it's _____; my phone number is _____. Have a terrific day*

Option 2: *The reason for my call is your home came up as an expired listing today. I specialize in helping client like you actually achieve a sale at fair market value within _____ days.*

VOICEMAIL #2

Mr. Smith, this is _____ with _____. Since my last voicemail message...

we have seen properties like yours sell more quickly.

we have seen buyer demand increase.

we have seen market activity pick up.

we have sold over _____ homes and the market activity has increased.

The current marketplace creates some very wonderful opportunities. I will be accepting calls between _____ and _____ on _____ and _____ if you would like to return my call. Oh, I almost forgot this is _____ with _____. The company that is totally dedicated to helping you achieve your goals. My phone number is _____. Thanks for listening to my long message. Have a great day!"

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

VOICEMAIL #3

Mr. Smith, this is _____ with _____, once again. There are three strategic goals we help our seller clients achieve...

positioning their property for maximum exposure and maximum sales price.

strategically market the property to increase showing to drive in more buyers so we increase the odds of achieving a sale.

complete the transaction smoothly and efficiently helping you handle the inspections, financing, repairs, negotiations, documents and closing.

Which of these services are most important to you? Mr. Smith, I am seriously dedicated to understanding how I can be of assistance to you. The question becomes, do you feel I can make a contribution to you and your family? You can call me, _____, right here at _____ between _____ and _____ today or _____ of this week. Thanks for your time and again my phone number is _____. Have a terrific day!

VOICEMAIL #4

Mr. Smith, this is _____ with _____, once again. I am certain you recognize my voice by now. The fact that you haven't returned my calls, I take as a good sign. Because if you didn't need my services or didn't like what you were listening to you would have called me back to tell me to get lost! But since you haven't done so I will continue to work, add value and to take the time to reach you. I would be happy to meet you on either _____ or _____ this week. I really look forward to meeting you at last to find out how we can help you, and your family, achieve your goals. You can reach me, _____, at _____ on _____ or _____. If that is not a good day, please call before 12:00 noon tomorrow. Have a fantastic rest of the day!

EXPIRED MASTERY SCRIPTS SESSION 3 – GETTING PAST OBJECTIONS

VOICEMAIL #5

Mr. Smith, this is _____ with _____. I am sure you recognize my voice by now. We are at a stand still. What concerns me most is while you wait...

the number of distressed properties hitting the market is increasing.

the interest rates are making waves of climbing.

the market activity is starting to soften.

the inventory of listings is increasing.

Why should this bother me? I realize it is not my money that you might be losing. It's because with every day that goes by that we don't take steps to understand what we can do to assist you, the possibility exists that you are unintentionally wasting precious equity. If your ultimate goal is to repurchase you could be risking higher payments, higher down payment or monthly payment dollars. There is really no need for this to continue! The number could not only become substantial but it continues to add up even as you listen to this message. I am merely here to help you achieve success based on your goals. I will anxiously await your response. The name is _____. The company is _____. I'll be in the office between _____ and _____ today. I am looking forward to answering your return call. My number is _____. Have a wonderful day!"

EXPIRED LISTING SURVEY SCRIPTS

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 had 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!

BASE EXPIRED SCRIPTS

1. Associate: *Hi _____, this is _____ with _____. I'm calling today about your property on _____ that you recently had for sale. I noticed it was off the market. I am looking at it here on my computer. It looks like a really nice property; are you still interested in selling it?*

How long were you on the market?

Why do you think your property didn't sell?

What do you think should have been done differently?

May I ask why you are selling such a nice home?

_____, based on what we have discussed so far I believe that I can help you. I need to do a little homework then we can get together and review what I found out. How does that sound? It will take me about a day to do my work so why don't we meet either on _____ or _____? Which is best for you?

2. Associate: *Hi _____, this is _____ with _____. The reason for my call is to see if your home is still available? I wasn't sure; it came up on the MLS as off the market so I didn't know if it was available for sale or not.*

So _____, if the home had sold as planned, where were you moving to?

What was the timeframe that you wanted to be in _____?

How long have you been trying to sell your home?

How as the showing activity on your home?

Did you get any offers while you were on the market?

Since you have been on the market for _____, what do you think has blocked the sale of your home?

Your previous agent, how did you select them to represent your interests?

Has anyone sat down with you and explained exactly what's happening in the market today and why your home didn't sell?

BASE EXPIRED SCRIPTS CONT.

The reason homes don't sell is lack of exposure in today's marketplace. That's what caught you as well I am sure.

_____, I can see some glimpses of that just looking at the information of your property on my computer. I would like to come by to meet with you to get firsthand look at your home.

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?