

Possible scripts for Seller Power hour Script

EXPIREDS

Expired Script

Hi, I'm looking for _____ ... Hi _____ ... my name is _____ with _____ ...

I'm sure you've figured out that your home came up on our computer as an expired listing ... and I was calling to see ...

1. When do you plan on interviewing the right agent for the job of selling your home? (Never) Terrific! / Really!
2. If you sold this home ... where would you go next? (LA) That's exciting!
3. How soon do you have to be there? (Already) Ouch!
4. _____ ... what do you think stopped your home from selling? (The agent) Really!
5. How did you happen to pick the last agent you listed with? (Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really!
8. What will you expect from the next agent you choose? (Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're Kidding!
11. What would be the best time to show you ... Monday or Tuesday at _____?

Expired Listing Objection Handlers

Expired Listing Scripts

There are generally only four objections Expired listings will make when called:

1. I'm going to stay with the same agent.
2. I'm going to sell it myself (FSBO).
3. I'm taking it off the market, we've decided not to move.
4. I've already found another agent.

Seller: "I'm going to stay with the same agent."

Agent: "That's great and what I'm hearing is you feel obliged to your last agent since they've invested a lot of time and money in your home, right? Well Mr. / Mrs.

Seller, you don't owe me anything and you don't really owe them anything but you do owe yourself the very best. It certainly wouldn't hurt to hear what I do to get homes sold, would it?"

or

"I understand and let me ask you a quick question. If you stay with the same agent, what are they going to do this time that they didn't do last time? I hope you don't take this the wrong way, but Albert Einstein said that doing the same thing and expecting different results is the definition of insanity."

Seller: "I'm going to sell it myself (FSBO.)"

Agent: "After what you've been through I understand. You know Mr. / Mrs. Seller you are generally better off to be a FSBO than to be with an agent that did their best yet couldn't get the job completed."

or

"I can appreciate that and what I sense is you want to make sure you get the best possible agent for the job of selling your home. What are you looking for in an agent?"

Seller: "I'm taking it off the market—we've decided not to move."

Agent : "I see. Just out of curiosity, if you did sell, where were you moving to? WOW! Why was that important? What would that do for you and your family if you had moved? If I could show you a way to make that happen, would you be interested?"

"See, I specialize in homes that didn't sell the first time. Even the best homes don't sell the first time and it just takes a new approach and new ideas like I use to get homes sold. When could I stop by and spend 15 minutes with you and show you why so many homeowners choose me to sell their home?"

or

"Mr. / Mrs. Seller, if you had a contract presented to you tomorrow would you still sell?"

Great, so there is some desire to move, right? You know, Mr. / Mrs. Seller, I specialize in homes that are great, yet didn't sell the first time for various reasons. Let me ask you: why don't you think your home sold? What will you look for in the next agent you choose? Let's do this. I'll drop by and look at your home, that way you can meet me so at a weak moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another 6 months, do you?"

Seller: "I've already found another agent."

Agent: "Have you signed a contract already?"

If Yes, then wish them well.

If No, keep going.

"Great. I would like to apply for the job to sell your home—after all, I specialize in homes that didn't sell the first time. You know, even the best homes don't sell the first time around."

If they feel obligated:

"I understand and what I am sensing is you want to make sure you're doing the right thing. Correct?"

"Excellent. You know, if you had to go to a doctor because you had an illness and you found out it involved surgery, would you want another opinion? I know this isn't surgery and yet it is financial surgery on your home. Let's meet for about 20 minutes and you will see why so many people decide to hire me over other agents.

Mr./ Mrs. Seller, if you actually felt you could get more money and a quicker sell, would you interview me?

When can we get together, at 3:00, or would 4:00 be better?"

Expired Direct:

Hi this is _____ with Keller Williams Realty Centre. I know you may have received other calls from Realtors about your home coming off the market so I am going to cut right to the chase. I would like to meet with to talk about selling your home. How does _____ at _____ work for you?

Another Expired

Hi this is _____ with Keller Williams Realty Centre and I am calling on the home you are selling at _____. Is the home still available? I wanted to call to see how I can help you?

What is your timeframe?

Where are you moving to?

How is the traffic on the home right now?

What was your primary reason for deciding to sell the home by owner versus using a Realtor?

I very much hope that you can sell the home on your home in the time frame you desire. However do you have a date in mind that if you don't have it sold by that you would be interviewing agents for the job of selling your home?

Another Expired

Hi, can I speak with _____ please. I saw that your home has come of the market recently and I am sure you have had lots of agents calling you to re-list your home.

I am actually calling because I wanted to ask you three questions and then I promise I will get off the phone.

1. In what ways were you happy with your previous agent?
2. In what ways were you un-happy with your previous agent?
3. Do you believe it was the market or the marketing that caused your home not to sell?

Another Expired

Hi, this is _____ with Keller Williams. I am calling because I saw that you decided to take your home off the market. I am sure you were hoping that your home sold prior to 2017, would that be correct? Where were you planning on moving to if your home had sold? What was taking you there or Why was that important to you? If you knew your home could sell in the next 30 days would you still be interested in selling your home? I have found often times that even the best homes don't sell the first time and I take a different approach and sometimes all it takes is a different approach to get a home sold. Can you meet _____ at _____ or _____ at _____ for 15 minutes so I can show you what I do differently to get homes sold?

Objections for Expireds

Objections

--Same agent--

I understand. And how long did you previously have in on the market with this agent? (Oh six months? I see...) And what, Exactly, does your previous agent plan on doing differently this time around?

(If unsure close, If they respond continue)

With all due respect _____, are you really confident in this Plan B when Plan A didn't work? How about we do this. Let's meet for 15 minutes and I can show you what I do differently that... sells homes quickly. That way you get more information and if we decide to work together, great! And if not, that's ok too. At least then you'll have much more peace of mind in your decision, whichever way you decide to go. That's fair, isn't it? (Close)

--Sell it myself--

Repeat and confirm

after what you've been through the last few months, I can totally understand. And you know what? You're typically better off selling your home yourself than listing with someone who doesn't understand the market. And since you'll be selling it yourself, why don't we meet for 20 minutes and I'll give you a complete overview of the market and let you know what I do to market my homes that get's them to sell pretty quickly? (Close)

--Taking of the market--

Repeat and confirm

49I understand. And out of curiosity if the home did sell, where were you moving?

(Ok awesome) So tell me... what exactly was so important about moving there? Wow, it sounds like that was pretty important to you wasn't it? If I can show you a way to still make that happen, wouldn't you be interested in hearing about that option? (Close)

If no: Well let me ask you this; if an offer was presented to you tomorrow with reasonable terms, would you at least consider it? (Close)(If not, ask to drop off/email info)

--Found new agent--

Repeat and confirm

Have you signed the new contract already? (If yes, best of luck) (If no, continue) Wouldn't it make sense for us to meet for 15 minutes so I show you what I do differently that sell houses quickly? That way you get more information and if we decide to work together, great! And if not, that's ok too. At least then you'll have much more peace of mind in your decision, whichever way you decide to go. That's fair isn't it? (Close)

Old Expireds:

Hi this is _____ with Keller Williams and I am calling because your home at _____ came off the market _____ years/months ago and I wanted to see did you ever sell that home?

(if they say yes) Great, do you have any other real estate needs I can help you with?

(if they say no) The reason I am calling is because we have recently worked with other sellers just like you and what they have found is that their homes may be worth much more than _____ months/years ago. In fact they are now not only getting the price they wanted from two years ago but in some cases they are getting more. Let me ask you, where were you planning on

moving to if your home had sold? Why is that important to you? Let's do this, let's schedule a time for us to meet and to go over exactly what is happening with the market right now and see what the true market value of your home is in today's environment, I can meet _____ or _____ - which works better for you?

DOOR KNOCKING

Market Statistics – Door Knocking

Hi I am _____ with KW and I am stopping by because I have some really exciting news about the real estate activity in your county. (share statistic). So I wanted to see when you are planning on selling your home. (let them answer). Out of curiosity, where did you move from when you bought here? How long ago was that? Do you know of any of your neighbors planning on selling their home? If you were to go somewhere next where would you go? When would that be? I would like to keep you informed about the real estate market in the future. Let me get your contract information.

Easy Door knocking Script

Hi this is _____ with Keller Williams your local real estate company and I wanted to know when you are planning on selling your home? How long have you lived here? Where did you move from? If you were to move somewhere where do you think that would be? When do you envision that happening?

Farming Door knocking:

Hi this is _____ with Keller Williams Realty Centre and as I courtesy I am informing the community about the real estate activity in the neighborhood. I have created this flyer with all the activity that is going on in your neighborhood (there may be discussion at this point) I also have a quick Real Estate Survey do you have two minutes?

1. What attracted you to this neighborhood when you bought this home?

2. How long have you lived here?
3. Do you know of anyone looking to move into the neighborhood?
4. Have you heard of any of your neighbors planning on moving anytime soon?
5. If you were ever to move let's say 10 or 20 years from now where do you think you will go next?
6. When do you think that will be?

Here is what I am going to do for you. I am going to stay in contact with you so I can provide you with up to date information on your home, community and the real estate market. Let me get your contact information

Please know that I want you to consider me as the community real estate resource. . So anytime you have any questions please feel free to contact me as well.

FSBO

Hi this is _____ with Keller Williams Realty Centre and I am calling on the home you are selling at _____. Is the home still available? I wanted to call to see how I can help you?

What is your timeframe?

Where are you moving to?

How is the traffic on the home right now?

What was your primary reason for deciding to sell the home by owner versus using a Realtor?

I very much hope that you can sell the home on your home in the time frame you desire. However do you have a date in mind that if you don't have it sold by that you would be interviewing agents for the job of selling your home?

DATABASE

1. First Phone Call to Database (new agents):

Hi this is _____, how are you? I am actually calling for a business reason. Do you have a few minutes? I wanted to let you know that I am in Real Estate; I work for Keller Williams Realty. So I am calling all of the people in my life that I consider to be my supporters and you have always been in my corner in the past. I was hoping I could ask for some help. . . . Great, I wanted to see if you would be willing to refer me to people you know that are thinking of buying, selling or investing in real estate? Wonderful, I can't tell you how much I appreciate you referring me to people you know. Who do you know right now that is thinking of buying, selling or investing in Real Estate? Thanks so much for thinking of that. Please also know that I want you to consider me to be your Resource in the Real Estate industry. Anytime you have a question about your home or real estate in general I want you to call me. Here is what I am going to do for you. I am going to keep in touch with you to check in every once in a while and make sure you don't have any questions about real estate or your home. Let me make sure I have all your contact information.

2. First Phone Call to Database (been in the business but have not called before):

Hi this is _____, how are you? I am actually calling for a business reason. Do you have a few minutes? I am sure you know that I am in Real Estate and I wanted to ask for some help. . . . Great, I wanted to see if you would be willing to keep your ears and eyes open for people that you know that are thinking of buying or selling a home? Wonderful, I can't tell you how much I appreciate you referring me to people you know. Who do you know right now that is thinking of buying, selling or investing in Real Estate? Thanks so much for thinking of that. Please also know that I want you to consider me to be your Resource in the Real Estate industry. Anytime you have a question about your home or real estate in general I want you to call me. Here is what I am going to do for you. I am going to stay in touch with you via email and phone to make sure you always have up to date information concerning your home and the real estate market. Let me make sure I have all your contact information.

Your home may be worth more than you think script:

Hi this is _____ with Keller Williams Realty Centre. I am calling everyone I know because your home may be worth more than you think. Is this information you would want to find out? (if they say yes) Just out of curiosity, would you consider selling your home if the value ended up being a specific amount? What would that number be?

Cold Weather/Bad Storm:

Hi this is _____ with Keller Williams. How are you? Listen I am calling all the people I know to make sure everything is ok in your home with this cold weather? I have found a few people who needed recommendations to Heating companies or plumbers. Is there any service provider I can connect you to? If you ever need a connection to a contractor please give me a call. While I have you on the phone, is there anyone that you could connect me to that has a Real Estate need that I can help with?

MARKET STATISTICS CALL:

Hi this is _____ with Keller Williams and I am calling as many people as I know because I actually have some exciting news concerning the Real Estate Market. 6% more homes sold in the Baltimore metro area compared to this time last year and I wanted to make sure everyone I know is aware of this. I also wanted to see if you knew of anyone who has mentioned that they want to make a move that could benefit from knowing this information and other statistics about the market right now. (let them respond). Thanks for thinking of that, if you do run across anyone as you are out and about or at holiday parties and they mention Real Estate I would love for you to call me and connect me to them, would you do that for me? (let them respond) Great, I can't tell you how much I appreciate that.

Recommended Service provider/Database call

Hi this is _____. How are you? Great, I am calling because I need a recommendation. I am created a Recommended Service Provider list for people I know and help in real estate. So this list will be for any service that people hire other people to do. (you can give examples). So I am calling to see if you have had a great experience with a service provide that you could recommend? Thank you so much for that. What I am going to do is call _____ and get to know them a little bit and see if they would like to be part of my recommended list and I am going to let them know that you recommended them. I also want to remind you that if you ever need a recommendation from me for another service provider I am going to have this great resource for people I know, just like you. On the same note I wanted to see if there is any of your friends, family members or co-workers you could connect me with that are thinking of buying, selling or investing in real estate? Thank you so much for thinking of that for me. Is there any other way I can help you today?

Discount:

Hi this is _____ with Keller Williams. How are you? I wanted to call because I have arranged for _____ to give a _____ discount to all of my past clients and biggest supporters like you. So are you in need of _____? Great, can you give me the contact information of one friend, family member, neighbor etc. that would be interested in hearing about his deal that I could call today?