

Scripts for Expireds  
- Direct approach-

\* \* \* Make sure seller is not on **Do Not Call List** @ [www.donotcall.gov](http://www.donotcall.gov) \* \* \*

**Hello, <seller name>, this is <agent's first name>, <company>.**

**I was reviewing my MLS records today,  
and I noticed that your home is no longer listed for sale.  
and I noticed that your has been on the market for quiet some time.**

**>Seller name>, may I ask you if you're still interested in selling?**

**Great, I would love to interview for the job.**

**I specialize in giving sellers a fresh approach to selling.  
In fact, I have been able to sell <number> homes this year.**

**<Seller>, may I stop by this afternoon or would tomorrow work better for you?**

\* \* \* \* \*

Comment: this script empowers the sellers with ability to act like an employer  
Once you meet the seller, work on adjusting the price down to refresh listing

Scripts for Expireds  
-Questionnaire approach-

\* \* \* Make sure seller is not on **Do Not Call List** @ [www.donotcall.gov](http://www.donotcall.gov) \* \* \*

**Hello, <seller name>, this is <agent's first name>, <company>.**

**I have been going over my MLS records today,  
and I noticed that your home is no longer listed for sale.**

**<Seller name>, may I ask if you would be interested in finding out  
why your home didn't sell?**

**<Seller>, would you mind hearing some ideas on how I can get your home SOLD!**

**Great, I provide a FREE analyses that will determine key reasons why  
your home may not have sold the first time around.**

**Would you be offended if I stopped by for a ten minutes later this week  
and shared that information with you?**

**Would Thursday or Friday be more convenient, <Seller name>?**

\* \* \* \* \*

Comment: this script is using curiosity for building relationship  
Once you meet the seller, work on adjusting the price down to refresh listing

Scripts for Expireds  
- Presentation approach -

\* \* \* Make sure seller is not on **Do Not Call List** @ [www.donotcall.gov](http://www.donotcall.gov) \* \* \*

**Hello, <seller name>, this is <agent's first name>, <company>.**

**I was reviewing my MLS records today,  
and I noticed that your home is no longer listed for sale.  
and I noticed that your has been on the market for quiet some time.**

**<Seller name>, may I ask you if you're still interested in selling?**

**Great, I would love to interview for the job.**

**We put together "How To Sell An Expired Listings"", a FREE multimedia  
presentation for people who's home have not sold the first time around.**

**If you have a computer, you would definitely BENEFIT from watching that.  
<Seller name>, do you have a computer?**

**Great, I'll be in your neighborhood later this afternoon or tomorrow morning.  
When would be a god time for me to drop off this FREE presentation, <Seller>?**

\* \* \* \* \*

Comment: this script empowers the sellers with ability to act like an employer  
Once you meet the seller, work on adjusting the price down to refresh listing