



Expired Script Sample #1

Hi, is this the owner of [Address]?

(Yes)

My name is [Your Name], and I'm a local real estate professional. How are you doing today?

(Good)

That's great to hear! The reason for my call is that I noticed your property recently came off the market, and I wanted to check in and see if it's still available or if it's already sold.

(It's still available)

Got it! I specialize in helping homeowners like yourself who've had difficulty selling. I was wondering—when are you planning to start working with the right agent to get your home sold?

(I'm not sure)

I completely understand. Selling a home is a big decision, especially when it doesn't sell the first time. That's actually one of my specialties—we help homeowners who've had trouble selling their home the first time around. What I'd love to do is set up a time to sit down for about 15 minutes to review why your home didn't sell and discuss a new strategy to get it sold this time.

If they seem resistant or ask why in your opinion it didn't sell:

That's a great question! In my experience, the reason a home doesn't sell isn't usually because the property itself isn't great—it's more about the approach. Often, homes just need a different strategy to reach the right buyers. But before we get into that, can I ask: Do you still need to sell your home?

(Yes)



That's great to hear. May I ask where you're planning to move next?

(Florida)

How soon do you need to be there?

(6 months)

Mr./Mrs. [Last Name], why do you think your home didn't sell the first time?

(...)

How did you go about choosing the agent you listed with?

(...)

What did you like best about how your last agent handled things?

(...)

What do you think they could have done differently or better to get your home sold?

(...)

I'm sure your agent worked hard to try and get your home sold, right? They probably did everything they knew how to do, but for some reason, it just didn't happen. Would you agree?

(Yes)

You know, in my experience, it's rarely about the effort—usually, it's about the approach. And that's exactly why I'd love to sit down with you to discuss a strategy that could work. When would be a good time for us to meet? Would today at [time] or tomorrow at [time] work better for you?

(...)