



Expired Script Sample #2

Hi, is this the owner of [Property Address]?

(Yes)

My name is [Your Name], and I'm a local real estate agent. I noticed that your property came off the market [X days/weeks ago], and I just wanted to check in to see if it's still available or if it was sold.

(It's still available)

Oh, I see. Just out of curiosity, is the property off the market because you decided not to sell anymore, or because you were told it couldn't be sold?

(Pause for response)

I completely understand. If you were confident that the home would sell within the next 30 to 60 days, would that still be a problem for you?

(No...)

That's great to hear. The reason I ask is because I specialize in helping homeowners whose properties didn't sell the first time. What I'd love to do is sit down with you for about 15 minutes to understand why *you* think it didn't sell and share a few strategies that can help get it sold now.

I have some time tomorrow at 4 PM or 6 PM—which works better for you?

If they're hesitant or not ready to commit:

No problem at all. Just a few quick questions, if you don't mind—do you still need to sell your home?

(Yes)



Great! Can I ask where you're planning to move to, and how soon you need to be there?

(Washington in 3 months)

I understand this can be a tough situation. When your property was on the market, did you receive any offers at all?

(If they say yes)

What do you think stopped the deal from going through?

(If they say no)

I see. Sometimes it's not about the property itself but how it's positioned and marketed. That's exactly why I'd love to meet with you and go over what could be done differently to attract buyers.

You know, I'm convinced that the reason your home didn't sell isn't a matter of the property itself—it's likely the approach. What I'd love to do is show you what needs to happen now to get it sold, and I'll also explain exactly what I'd do differently to make sure it's a success this time. At the end of our meeting, you can decide if you'd like to work with me or not. Either way, you'll have all the information you need to move forward in the best possible way.

So how about we meet tomorrow at 4 PM or 6 PM? Which time works best for you?

(...)