



Expired Script Sample #3

Hi, is this [Homeowner's Name]?

(Yes)

Hi [Homeowner's Name], my name is [Your Name], and I'm a local real estate agent here in NYC. I was calling because I noticed your property recently came off the market, and I wanted to check in and see if it's still available.

(It's available)

Alright. I'm curious, when you first listed your home, what was your plan? Where were you planning to go next?

(Florida)

That sounds exciting! What's taking you to [Location]?

(Retirement)

How soon were you hoping to be there?

(This year or the next)

I'm guessing you're a bit disappointed that it didn't sell, right? A lot of people are surprised when their homes don't sell as quickly as they expect. Any idea what might have stopped it from selling?

(Let them share their thoughts, listen carefully)

How did you end up choosing the agent you worked with? What did you like about their approach?

(Pause to hear their response)

It's really interesting that you say that, and I can see why you'd feel that way. So, what do you think was missing in the strategy that might have helped the home sell?

(Allow them to elaborate)



It sounds like you still do want to sell, though, right?

(If they say yes, continue.)

And if I could show you how to sell it for top dollar in the next 30 days and get you to [destination], that would still be something you'd be excited about, wouldn't it?

(Yeah)

Great! In that case I'd love to meet with you for 15 minutes to review what could be done differently to get it sold this time. We can talk about what may have been missing previously and discuss a fresh strategy for selling your home.

When would be a good time to get together? Would tomorrow at 4 PM or the following day at 3 PM work better for you?