

Old Expireds Call Script

Step 1: Make sure you are talking to the owner.

Call and ask for the owner by their first name only:

"Hi, is this [redacted]?"

Step 2: Go through the Script.

"Hey [redacted]. My name is [redacted]. I'm a Realtor here in [redacted]."

The reason I'm calling is because you had your home for sale with another Realtor a little while ago... and it didn't sell.

I was wondering if you were interested in selling your home with the HOT Market we have right now?"

- **If they say "Yes," say:** *"I've got some different strategies that might be able to sell your house, even though it didn't sell before.*

Would you mind if I stopped by sometime to look at your home and see if one of those strategies could get it sold?"

- **If they say "No," say:** *"Do you think you might consider selling sometime down the road?" (Try and set up a future appointment or say you'll check in several months down the road.)*

Step 3: Set up an appointment. *"What's a good time I could stop by and take a quick look at the home?" (Schedule the appointment!)*