

New 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].

I recently sent you some of my marketing materials. Did you receive them?

Wait for them to answer.

I'm sure if I looked at your home, I could come up with a few ideas on some things that could be done differently with the marketing to get more buyers interested in your house... and get it sold.

Would you mind if I stopped by sometime and took a quick look at your home?"

Wait for them to answer.

- **If they are agreeable,** continue to step 3.
- **If they aren't agreeable say:** *"Are you going to be putting your home back on the market sometime in the future? (Try and determine if you should follow up.)"*

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