

EXPIRED PLAN

APPROACHING THE SELLER

There are many approaches that can be taken while pursuing the Expired, Withdrawn or Cancelled listing.

There are two typical angles that Agents use to secure an appointment with an EXPIRED listing. Here is what Agents often say:

- “I have a Buyer looking in the area . . . Can I come see your house?”
[Often, this is untrue, but it is used by Agents as justification to seek an appointment with the Seller.]
- The second approach tried by many Agents is: “I am better at marketing than the other Agent . . . Pick me!”

There are a few approaches to contacting the Seller:

- Go over to the house and knock on the door.
- Call and sell yourself to convince the Seller you can get the job done.
- Send a letter (or a series of letters) highlighting your excellent skills and commitment to service.

Often the Seller has heard it all before and is frustrated with Agents. Nobody seems believable. Our first objective in creating this Expired program was to identify the Sellers that were not motivated to price the home right so that we could filter them out and avoid on-going interactions with them. Our second goal was to create an approach where the Seller reacts by inviting you (the Agent) over to their property, *not using the pretense that you have a Buyer*, but rather to get your professional opinion.

WHEN TO CONTACT THE SELLER

Again, there are many schools of thought. Contact the new Expired listings every single day. The problem with this approach is that Agents have trouble with consistency. They set a goal to prospect every day, but soon after they leave the structure and accountability of the company’s prospecting program they fall into old habits.

The system we found to be most effective was to have Agents set aside one day per week. On that day they would prospect from 9AM until 3PM. Essentially, they would not be able to go home until they met three (3) new Seller leads face-to-face. By following the system, they would get Listing Interviews with these Sellers within

the next 24-72 hours. One reason why they would not prospect every day, is because they then needed time to do their price analyses.

Historically, these analyses only took a few minutes to generate. However, the outcome from that approach meant that the Agents would only sell about 30-50 percent of their inventory.

WHAT IS NEEDED FOR THE CALL

1. The MLS Record (or the SMART Record if you are using the DNA PRICING SOFTWARE). This may seem like 'data overkill', but Expired listings are some of the most competitive area of business generation for Agents. Look for errors made by the previous Listing Agent in the record. For example: "Seller Motivated – Bring Offer", or "Seller Anxious". Often, the Seller did not know their Agent had placed this in the MLS. Look to see if the Schools are incorrect, or the Remarks are confusing, or only partially filled in. Are the Bedrooms, Baths, Garage Spaces listed incorrectly? Are the Directions wrong? Note all of these discrepancies, as you will ask the Seller about these findings when using the Expired Script that follows.

2. Print the CMA Report for their Area. If their property is in the \$300,000 price range, print the report for their School District's ACTIVE Listings, those UNDER CONTRACT, the list of EXPIRED properties, and the SOLDs (CLOSED). You may want to show it 6 months back or so. You will use these printouts to ask the Seller questions about the market momentum, and how they fit into the market.

WHAT IF I DO ALL OF THAT WORK, BUT THEY STILL DO NOT WANT TO RE-LIST?

You will see that the extra effort done up front will pay off on the listings you obtain. It is not about you – and how you are the answer. It is what you know and can convey to them in a matter of a few short minutes. And during this time you will be qualifying them in order to avoid working with Sellers that are not properly motivated.

THE CALL IS DESIGNED TO:

1. Filter out the Sellers that lack motivation,
2. Show the Seller that you know their area, even if you have never sold there.
3. Eliminate your competitor, who is just 'shooting from the hip' and trying to prove that he/she has a 'better marketing plan'.
4. Get the Seller to invite you to tour their home.

All throughout this exchange the Seller will say things. **It is important that you do not pounce on every opening with a solution.** “Hire me . . . hire me . . . hire me.” Rather, wait a minute or so and say, **“I was reflecting on something you just said about x, y, z. . . . Can I ask . . . [and then ask them to elaborate or share more].**

Note: The goal is to get them to ask you to over to view the property.

“Hello!

I am calling about the property that used to be ‘For Sale’.

Your property is near a sale our firm was recently involved with at [XYZ Street].

. . .

And I was calling to . . . not to ask about listing yours . . . rather to ask you a couple of questions about your experience in the market.”

Or, you may choose to say . . .

“This past week I have been researching properties that had been for sale in our area, and one of them is yours. . . . I am not calling to ask about your listing, but rather to ask you a couple of questions about your experience in the market.”

At this point the Seller may say,

“I have an Agent.” or

“I didn’t know it EXPIRED.”, or

“It is no longer ‘For Sale, we are going to wait until next year/next Spring.”,

or they may say,

“How can I help you?”

[NOTE: VOICE INFLECTION IS ESSENTIAL, AS ARE THE PAUSES BUILT INTO THE SCRIPT.]

1. **“Did you see Agents coming through from Relocation Companies like William French, or Relocation Real Estate Services . . . or was most of the showing traffic from local Buyers . . . ”***(they jump in with an answer and you respond with)*

“The reason I ask is the Relo Buyer is by far the best Buyer . . . We look at Relo Buyers like rabbits . . . and local Buyers like turtles . . . The Relo are far better Buyers, since they often have to buy.”

2. **“Were most of the Agents that showed the house with a particular company?”** *(they may say we had little or no traffic and continue talking about their experience – the key for you to get the Seller to open up, is to ask follow-up questions to what they may be complaining about. It is best to go off of this Script and ask them to elaborate or share more . . . You should not respond with “I have all the answer and could have done that for you.”; rather move on to the next question, but remember to come back to what they shared later in the conversation.)*

3. **At the moment there are about ‘X’ properties FOR SALE in our area . . . and I think about ‘X’ UNDER CONTRACT. . . . In the last 30-60 days on the market, can I ask . . . How were the showings? . . . 2 – 3 per week?** *[If the Seller says they had not showings in the last 30 days, you will have just learned that they were probably extremely overpriced.]*

4. **“There was just a property go UNDER CONTRACT over on (name the street) . . . It took about ‘X’ days . . . Can I ask or verify, were you on the market with ‘XYZ’ firm for . . . it looks like about ‘XXX’ days . . . does that sound about right?”**

5. **“Just a few last questions . . . Can I ask, was there any special marketing done . . . to attract the Relo ‘Rabbits’ . . . or was most of it to the local Buyers?”** *(Usually they will say they don’t know, but will ad lib about how they feel.)*

6. **“If this is not too forward of a question . . . but, can I ask, why do you think it did not sell . . . the market has been tough . . . but was it the marketing plan . . . the market . . . the price was too high?”**

7. **“Thanks for sharing that . . . this has been very helpful . . . on the idea why it didn’t sell . . . What did the Agent say . . . why it didn’t sell?”**

8. **“Hmmm . . . Can I ask was the price established by an Appraiser . . . or did 2 or 3 Agents come out?”**

9. **“I think your price was ‘XYZ’ when you came off the market . . . At the moment I cannot tell if that was in line with this economy . . . Were there any significant updates?”**

[Note: This is where the Seller may offer to have you come over.]

10. **“Sounds very nice . . . Were you relocating out-of-town or planning to build locally?”** *[Skip this if you do not have enough emotional deposits.]*

11. **“If you came back on the market . . . based on your past experience; would you be selling ‘By Owner’ . . . or interviewing 2-3 Agents?”**

12. **“Hmmmmm . . . [Mr. or Mrs. XYZ] . . . If an Agent had a Buyer from our firm . . . a Relo Buyer . . . and they needed possession in, say, 4-5 weeks . . . Would you be receptive to showings . . . or should they pass?”**

13. **“Again, I have not seen it to comment on the price, . . . but would it be at the same list price?”**

[Hopefully, they will ask you to come see the property . . . if not . . . proceed as follows:]

14. **“Thanks again for sharing about your experience . . . I did not think this conversation would go in this direction . . . but would you mind if I previewed your property?”**

(Choose one from below:)

- **“But I am doing an analysis for another family in the area (if you are) . . . I could see your property and briefly show you what is happening to property values in our area.”**
- **“If an Agent in our company had a Relo Buyer, I could tell them about it . . . and what I thought of the price.”**
- **“I have already put together an extensive paper trail from studying other properties that did not sell in this corridor . . . I would love to see your home . . . And, if you’re interested, I would share my other feelings with you.”**