

REAL ESTATE RESEARCH SERVICES

Phone Scripts ~~~~ For Expired Listing

Name:		Call Date/Time:	Length of call:
Phone:		Property Address:	
		Listing \$	

Situation

Caller Info

<input type="checkbox"/>	Not Moving, Because	
<input type="checkbox"/>	Relisting (timeframe/who)	
<input type="checkbox"/>	Vacant	
<input type="checkbox"/>	Rental	

If Voicemail: *Hello, this is Susan with Real Estate... Research Services.... What we do.... is research trends in the real estate economy. We would appreciate..... it if you could give me a call back at 314-480-5207 to answer a few quick questions about your home. Thank you and have a wonderful day!*

Voicemail II: *Hello, my company have been studying..... the real estate trends near your area..... We supply valuable real estate trend reports..... to Home Owners..... so you can have a better understanding about the market..... and may pinpointing the reason your house did not sell I'm with Real Estate.... Research Services and my name is Susan. If you find this.. may.. be... of a benefit for you....., please contact me at 314-480-5207. Again, this is Susan with Real Estate.....Research Services. Thank you.*

If they call back and ask "why" their house didn't sell:

That's is a good question.....Mr/Mrs ---- if I can ask you a few questions first..... about relo buyers vs local buyers.....start (survey questions)

Answer Call:

Hello, my name is Susan and I am calling from Real Estate..... Research Services...... What we do..... is research trends..... in the Real Estate economy..... We understand your house recently came off the market..... again I am with Real Estate Research Services.

Mr/Mrs ____ if I could ask you this..... were most of your showings from local buyers..... corporate relocation buyers..... Did you notice a pattern?

☐ Relocation companies ☐ Local buyers ☐ Other

When your home was on the market.....during the last 30 days did you have..... ☐ None

☐ 1-3 ☐ 4-6 ☐ 7-10 ☐ 10+ *potential buyers seeing your home..... do you recall Mrs/Mr _____ how many that was?*

Regarding, getting an offer on your home..... may I ask while your home was on the market for (___) days did you experience ☐ 1-2 ☐ 3-4 ☐ 5+ offers or none at all?

If I can come back to the question about relocation..... do you know if any special marketing was done to get relocation buyersor was it mainly traditional marketing?

*One of the really important questions..... we like to discover about the home owner(s) experience, and that is.....what did the agent say/feel like it didn't sell? ☐ Price to High ☐ No buyers/Economy ☐ Mkt Plan ☐ Interior/Exterior presentation ☐ Other: *Any reason they give you?**

Also, as a seller.....in your opinion..... what is your thoughts why your home didn't sell?

Can I ask was the price established by a appraiser.....or did 2-3 agents come out?

As a part of my Real Estate ResearchIf you came back on the market..... would you sell By Owner or interviewing 2-3 agents? ☐ By Owner ☐ Agent

Hmm...Mr/Mrs _____...if a business partner of ours have a relo buyer... and they need possession in say.....4-5 weeks.....would you be receptive to showing.....or pass?

We track if home owners are returning to the market during a certain period of time..... Are your plans to do that immediately or 2-4 weeks or more like Spring Time?

Thanks for sharing.....this has been very helpful in our research.....why your home didn't sell.... I appreciate your time today!

(at the end of a returned call) If you don't mind.... I will have a gentlemen with a relo company touch base with you as he can supply.... the trend analysis about the reason your home may not of sold....how does that sound Mr/Mrs----?

Questions They Asked:

