

Expired Listing Prospecting Scripts

Expired listings pose great opportunities for other real estate agents to swoop in and help a homeowner sell their home. If you come across an expired listing, follow this real estate script:

- **You:** Hi, I'm looking for (name). This is (name) with (company). I noticed your home was no longer listed online. Is it on or off the market?
- **Homeowner:** Hello, yes, my home is no longer on the market.
- **You:** What reasons are you taking your home off the market?
- **Homeowner:** I haven't had any offers.
- **You:** Okay. If you did sell this home, where would you move?
- **Homeowner:** I would have moved to (location).
- **You:** When did you plan on selling and moving?
- **Homeowner:** In three months
- **You:** Why do you think your home didn't sell?
- **Homeowner:** I don't think we marketed very well.
- **You:** Knowing what you know now, what will you expect from your next agent?
- **Homeowner:** Someone who's reliable, knowledgeable, and knows how to market properties.

With this script, you'll be able to build a rapport with a homeowner who wasn't able to sell their home, gaining their confidence and trust that you have what it takes to help them reach their goals.