

**THE MOST AWESOME EXPIRED SCRIPT**

Hi (MATCH THEIR WORD AND TONE), I’m looking for \_\_\_\_\_\_\_ … Hi \_\_\_\_\_\_\_ … my name is \_\_\_\_\_\_\_ top real estate agent here in Bonita Springs!

I noticed that your property on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ came off the market today and it looks like it’s no longer for sale… And I’m wondering WHEN you plan on interviewing the RIGHT agent for the job of getting it sold for you? (Great)

2. So if you sold this property…. Where would you go next? (Excellent)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. How soon did you want to be there? <<Already>> Ouch!

4. \_\_\_\_\_\_\_\_ … what do you think stopped your home from selling?

<<The agent>> Really!

5. How did you happen to pick the last agent you listed with?

<<Referral>> Super!

6. What did that agent do … that worked… did you have offers? <<Nothing/None>> Ouch!

7. What do you feel they should have done? <<Sold my house>> Exactly! Selling the house is all that matters, right?

8. So what will you expect from the next agent you choose?

<<Sell my house>> Absolutely!

9. Have you already chosen an agent to work with? <<No>> Wonderful!

10. I would like to apply for the job of selling your home … are you familiar with the techniques I use to get homes sold? <<No>> You’re kidding!

11. What would be the best time to show you … Monday or Tuesday at \_\_\_\_?

THREE POWERFUL CLOSINGS:

1. If you knew you could sell this home in the next 30 days, at the price you wanted, you would sell it…. wouldn’t you?
2. If you had a proven plan for getting this property sold in the next 30 days, at the price you need, you would use it…. wouldn’t you?
3. If you thought that, by selling the house now, instead of waiting until \_\_\_\_\_\_\_\_\_\_\_\_\_\_, you could potentially net MORE MONEY, you would sell it, wouldn’t you?

To “Peel the Onion” Use WHAT, HOW, WHEN, WHO questions – stay away from “WHY?”