

Start Each Call With This Script

Hello, thank you for taking my call. This is _____ with Keller Williams Realty. I'm certain that by now you know your house has shown up as an expired listing on our Multiple Listing Service, and undoubtedly I am calling to see when you plan to ... hire the right agent ... for the job to ... sell your house.

or

Hello, thank you for taking my call. This is _____ with Keller Williams Realty. Your house has shown up on our Multiple Listing Service as an expired listing. Since I specialize in houses that didn't sell the first time, I was wondering when we could get together for 15 minutes so I could show you how I get houses sold.

Depending on the Sellers' Objection, Choose One of the following 5 Scripts

Script 1: I'm going to stay with the same agent

That's great, and what I'm hearing is you feel obliged to your last agent since they've invested a lot of time and money in your house, right? Well, Mr. / Mrs. Seller, you don't owe me anything and you don't really owe them anything, but you do owe yourself the very best. It certainly wouldn't hurt to hear what I do to get houses sold, would it?

or

I understand, and let me ask you a quick question. If you stay with the same agent, what are they going to do this time that they didn't do last time? I hope you don't take this the wrong way, I actually heard it from one of my clients, Albert Einstein said that doing the same thing and expecting different results is the definition of insanity.

Script 2: I'm going to sell it myself (FSBO)

After what you've been through, I understand. You know, Mr. / Mrs. Seller, you are generally better off to be a FSBO than to be with an agent who doesn't understand the market.

or

I can appreciate that, and what I sense is you want to make sure you get the best possible agent for the job of selling your house. What are you looking for in an agent?

Script 3: I'm taking it off the market—we've decided to stay

I see. Just out of curiosity, if you did sell, where were you moving to? WOW!

Why was that important? What would that do for you and your family if you had moved? If I could show you a way to make that happen, would you be interested?

You see, I specialize in houses that didn't sell the first time. Even the best houses don't sell the first time, and it just takes a new approach and new ideas like I use to get houses sold. When could I stop by and spend fifteen minutes with you and show you why so many homeowners choose me to sell their house?

or

Mr. / Mrs. Seller, if a contract were presented to you tomorrow, would you still sell? Great, so there is some desire to move, right? You know, Mr. / Mrs. Seller, I specialize in houses that are great, yet didn't sell the first time for various reasons. Let me ask you: Why don't you think your house sold? What will you look for in the next agent you choose? Let's do this. I'll drop by and look at your house—that way you can meet me so at a weak moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another six months, do you?

or

Mr. / Mrs. Seller, if I could sell your house in thirty days and net you what you need, would that pose a problem for you? That's exactly why we need to set an appointment.



Script 4: I've already found another agent

Have you signed a contract already?

(If yes, then wish them well. If no, keep going.)

Great. I would like to apply for the job to sell your house—after all, I specialize in houses that didn't sell the first time. You know, sometimes even the best houses don't sell the first time around.

(If they feel obligated.)

I understand and what I am sensing is you want to make sure you're doing the right thing. Correct?

Excellent. You know, if you had to go to a doctor because you had an illness and you found out it involved surgery, would you want another opinion? I know this isn't surgery and yet it is financial surgery on your house. Let's meet for about twenty minutes and you will see why so many people decide to hire me over other agents. Mr./Mrs. Seller, if you actually felt you could get more money and a quicker sell, would you interview me?

When can we get together? At 3:00 p.m., or would 4:00 p.m. be better?



Bonus Script

Where were you when my house was on the market?

In order to sell a house once, you need to sell it twice. May I explain? Agents sell the house to other agents and they sell it to their clients, and quite frankly, your agent never sold it to me. That is one of the things I do best? I expose your house to all the agents in the area and make calls daily to find the buyer for your house. That is what you want, right? Let me come by and show you how I look for buyers for your house as well as, how I expose your house to the agents so they are all familiar with what your house has to offer.