Expired Dialogue

Step 1. Identify

1.May I speak with _____.

Step 2. Introduce

1.This is Darryl Davis from POWER Realty; How are you?

Step 3. Clarify

1.The reason why I'm calling is that I noticed your house expired from the Multiple Listing Service and I was wondering is the house still for sale?

1. Yes – Did you put it back on Multiple?
2. No – Did it sell? Is it in contract?

Step 4. Find Out What They're Committed To

1.I'm looking at a copy of the MLS, and I am a little surprised it didn't sell. Why do you think that is?
2.Where are you folks moving to?
3.Why there?
4.When did you want to get there by?
5.Have you looked at any houses there? Bought anything?
6.How long have you been living in this house?

Step 5. Invite Action (Mix & Match)

1.Would you be offended if I just stopped by to take a look at your house?
2.Let me ask you a question. If I could help you get to _____ in the time frame you wanted, with the amount of money you need, would that be of interest to you?
3.If I had a buyer who would give you the price that you wanted, would you sell it to them?
4.If I could get a buyer to pay you your price and my commission, could we work together?

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