

1 Identify

Hello. May I speak with Mr. Jones?

2 Introduce

Hi, this is (Your Name) from (Your Company); how are you?

3 Clarify

The reason I'm calling is that I noticed your house expired off the MLS and I was wondering if it was still for sale?

Yes – Have you put it back on the MLS?

No – Did you sell it?

4 Build A Relationship

I am looking at a copy of your listing on the Multiple Listing Service, and I'm a little surprised it didn't sell. Why do you think that is?

After they answer that question, the rest of your questions need to be focused on where they are moving to, not why they didn't sell. Where are you moving? When do you want to be there? Is there a particular reason you chose that location?

5 Invite Action (Choose One)

Mr. Jones, I understand this is probably frustrating for you, but let me ask you this: If I had a buyer who was willing to pay the price that you need to make this move a success, and we can still get you to Florida in the time frame you want, and with the money that you need, is that something you'd consider?

Many agents let fear dictate their prospecting or lack of it. If you worked nothing but FSBOs and EXPIREDS and learned to master the skills it takes to make these consumers raving fans, you could make a six-figure income in this business. Learn to build those relationships, ask the right questions, find your ease in these conversations, and you'll see your efforts reflected back in your bottom line results.