

Expired - Real Tips That Work

Remember this phrase: "The fortune is in the follow-up." After testing every scenario including the following:

- Calling them the day it expires
- Calling them a day or two after
- Bringing the package to the house during the day (a waste of time)
- Bringing the package in the evening (great contact if you want to work after hours)

What I found that works best is mail an initial package. It's important to look at the big picture here. Set yourself up for success. If you set a system in place that you wont be able to do every day no matter what then you could be setting yourself up to fail.
That's why it is so important to use systems that you can delegate to a part time non-licensed assistant. It will give you the consistency.
The most effective and cost effective method of following-up with expired sellers
I use postcards and here is why:

- They have to see message on the postcard on the way to the garbage can.
- They will see every message. It's almost impossible not to see the message its like when I say don't think of the color blue.
- Postcards, calls and visits get results.
- They are easy to use as a follow-up mechanism
- Postcards are less expensive to mail.

Here is how to work expireds:

1. The day they expire send them a letter that will convince them that you are different. And they don't care if you're number one or have a fancy brochure.
2. Then send them a compelling postcard that backs up your initial letter
3. Send at least seven postcards, one every Monday, Wednesday, and Friday.
4. Then mail them a postcard every 21 days.

This was shared by Darlene K. from an online post. Thanks Darlene, you're awesome!