Expired Action Plan Call

I was calling you because I noticed the property came up on the MLS as an expired listing. Do you still want to sell that property?

Okay, so if I have a qualified buyer who wanted to purchase the property, would you sell it?

So you want to sell it. You just don't want to be making your bed every single day. You want to take a little break.

And I know you've been inundated by agents calling you, I'm actually more curious to find out why this property isn't selling. I'm sitting here looking at it, on my MLS, and it just stumps me why it hasn't sold. I mean, it's a beautiful property.

Why did this property not sell?

How do you think the property was priced?

Did it show okay?

How many showings would you say you had? It was on the market for how many months?

What was the feedback from those buyers that came through the house?

Okay, so let me ask you, I know you're in a hurry. I'll make this quick—the property just expired. It's been on the market for six months. For one, why are you selling and what are your goals? What are you trying to accomplish here?

So, you want to put this property back on the market in [Month]

And why is that?

So you think that in Month, since it's the hot season, you think you'll have a better chance of selling it.

But you would sell this property, today, correct?

You just want to wait until the market picks up to put it back on the market with another agent.

What do you think that the other agent could have done differently to sell the property?

I don't think they were aggressively marketing it; open houses. And we didn't do but one or two open houses. And I just didn't think . . . he was more interested in putting a sign out in the yard than he was in selling the property.

What else do you want that the other agent didn't do?

Right. Anything else?

Did you get the letter that I mailed you?

I've gotten so many letters. The name rings a bell, but I can't swear I read it.

If you sift through there, you'll see it. I actually sent you my 101 Point Marketing Plan.

And I also sent you some more information about our Easy Exit Listing Agreement, and that stuff. I sent you all that information because I actually wanted to follow up with you, in there, because since I sent that letter; I was just looking at that and it's getting my curiosity, as far as why this property didn't sell.

What I'd like to do is, because I'd like to dig a little further . . . obviously, I can help you; and then, you're wanting to get this property sold in the first place. It

can't hurt anything. Let me look at the market. I'd like to do a market evaluation on your property to see exactly where you are priced . . . why the property did not sell. And figure it out, and then sit down with you, go over it, come look at the property. And see if we can just put something together that's a win-win for both of us.

Well, I mean, I think you should, I mean, honestly. I mean, I'd hate to see you wait and will be on the market another six months. And I don't know if this house is paid off, but you know, two mortgage payments . . . that's a lot to handle for a lot of people.

I'd like to sit down with you, and just look at the property and do a market evaluation. Are you going to be around there . . . what is today? Today is Tuesday. Are you going to be around there, say, on Thursday?

When are you usually home?

Now, I'm going to be honest with you. You may not like everything that I have to say whenever I sit down with you; but at least I'm going to be honest and be real with you about the situation; what we're looking at. And you're going to know a lot more after our meeting, as far as where you stand.

Okay? Is that okay with you?

Perfect, And Seller, let me ask you. If I come out there, and you like everything that I have to say; you love the 101 Point Marketing Plan. You love my Easy Exit Listing Agreement. You love my performance guarantee. Is there any reason why I could not earn your business at that time?

Okay, perfect. All right, Seller. I really appreciate your time, and I can't wait to meet you.

Perfect. All right, Seller. I appreciate it, and I look forward to meeting you.