

At the Door Expired Objections

Go visit the expired house. Knock on the door. Wait for a response.

"I don't know if you know this or not, but according to Realtor® records, your house is no longer on the market."

Wait for a response. It could be one of the following five…

1. It's sold.

"That's great! By the way, did you get the contract yet? Has the appraiser been out to the house yet?" Find out if they are just trying to get rid of you or not, and remain enthusiastic.

2. I've taken it off the market.

"Just out of curiosity, why did you originally put it on the market?" Get to the heart of their dream. What made them want to sell?

3. I've already relisted.

"How long did you relist for?" Ask this to find out if/when you can come back, and then leave the premises.

4. I've decided to sell my home For Sale By Owner because of my frustrations with realtor X.

"Did you ever get a bad haircut? Afterward, did you stop cutting your hair, or change hairstylists?" Explain how each realtor is different and the benefits of listing with you.

5. I was just thinking about calling you this afternoon!

"Great! I would love to take a look at the house."

Top Pro Coaching Assignment

Now it is your turn. Call a top producer, tell them you are new and ask them what they would say to one of these questions. Next write down what you will say to these in your own words in the blanks above.

These questions are so easy if you prepare for them!