SCRIPTS & DIALOGUES–
EXPIRED LISTING & FSBO SCRIPTS



- Twice a week a postcard goes out to Expireds
- Phone calls are made twice a week (if number is listed)
- A knock on the door is made once a week, or as often as possible

JUDY MARKOWITZ
energized
realtygroup



Compliments of JUDY MARKOWITZ
(718) 353-6000
energizedrealtygroup.com

EXPIRED PHONE SCRIPT

Good morning, is this Mr/Mrs._____?

Hi Mr/Mrs _____ I'm _____ I currently work for Judy Markowitz 1 of the top 3 realtors in North Queens. We're calling to see when you plan on putting your home back on the market?

(response) NO AGENTS/WE'RE SELLING IT OURSELVES/NOT NOW

Mr./Mrs._____may I ask you a question? Would you have an objection to Judy taking a look at your home?

(response)WHAT FOR/WHY/NO

Well Mr./Mrs._____, while Judy's there she can give you some ideas as to why your home did not sell. That way you won't make the same mistakes twice. And when you decide to interview agents for the job of selling your home, you'll give Judy Markowitz an opportunity to be interviewed.

Does that make sense to you?

"MAY I ASK YOU WHY IS THAT"