

Coaching By Jackie Kravitz – Expired Script (Create doubt and give hope)

- Hi, I'm looking for _____. Hi _____ this is _____, I'm a Real Estate agent here in the area and I noticed that your home came off the market yesterday, and I am calling because I am confident that I can sell your home, and I'm just wondering if you are still interested in selling it?
Or (and I'd like to set up a time for us to meet so I can show you exactly how I can do that for you. I have an opening this afternoon at 3 o'clock or would 4 be better for you?)

- And if you had sold the home, where would you be moving to? If appropriate, What's waiting for you in _____?

- What is your ideal time frame for getting there?

- And _____ I'm confused...really, because it sounds like you have a great home....why do you think your home didn't sell?

- What kind of weekly feedback did you get from your agent? Really... so you're not any further ahead than when you first started...

- I'm curious, how did you choose the agent that you were listed with?

- And what marketing strategies did they use to sell your home?

It sounds like your home could have been more aggressively marketed. Let me stop by for 15 or 20 minutes and show you

what I'm going to do **differently** to make sure that your home sells - this time. I can come by this afternoon at 3 or would 4 be better for you?

- _____, I actually specialize in selling homes just like yours, that have been on the market and didn't sell and I'd like to meet with you for 15 or 20 minutes and show you exactly how I can do the same thing for you. What would be the best time...

- If you have exhausted every possibility of getting an appointment or if they become a lead for you, before you hang up, ask them:

- And before I let you go, can you think of anyone, maybe a friend, a relative or a co-worker who is be looking to buy or sell Real Estate anywhere in the Greater Seattle area?