



OLD EXPIRED SCRIPTS

SCRIPT #1

Hello, my name is [name] with [company]. I'm a real estate agent in the area.

It looks like you tried selling your house back in [insert year]. I specialize in bringing homes back on the market that didn't sell in the last couple of years.

Why did you end up not selling it? [Listen to answer.] Did you know that home prices have increased a lot since you took your house off the market? Have you thought about selling your house again?

I would like to provide you with a free home evaluation and show you what comparable houses have sold for in your area. I think you would be surprised at what you could sell your house for right now. How would you like me to get that information to you?

SCRIPT #2

Hello, my name is [name] with [company]. I am calling regarding your property at [property address]. I have been monitoring your home since you last tried to sell it back in [date].

I specialize in helping homeowners get the most amount of money for properties that didn't sell months or even years ago.

I am calling you to show you that now is most definitely the time to resurface to the market, if you are wanting to get the highest possible offers for your home.

With your permission, I'd like to stop by and go over comparable home sales in the neighborhood and provide a no obligation CMA. Is there a time that works best for you?

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SCRIPT #3

Hello, my name is [name] with [company].

I regularly speak with my buyers that are looking for homes in the [neighborhood name] area. Since there's a shortage of available homes right now, I was surprised to see that you haven't relisted your home since you had it on the market back in [month/year].

I'm sure you know there are many reasons as to why homes don't sell, why did you end up not selling? *(Listen to response)*

I've worked in this area for a long time and know that market prices are better than they were back when your house was on the market.

Since there are so few houses for sale in the neighborhood combined with historically low interest rates, homeowners have seen major increases in home values in the last couple years. I am very confident that now is the right time to relist your house and cash in on the maximum amount buyers are willing to pay.

I would like to meet to show you the current value of your home and share my aggressive marketing strategy, which includes savvy technology and amazing Internet marketing tools that optimize the potential outcome of your sale.

When is a good time to meet and for me to demonstrate that I'm the experienced agent that can sell your house for maximum profit?

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TO USE WHEN TEXTING

Option 1

Hi [name]. This is [name] with [company]. I work with buyers that are interested in your neighborhood. I know your house isn't for sale right now, but have you ever considered selling if the price was right? The buyers I work with can usually close very quickly.

If you're interested, let me know the best time to reach you. If your home is already listed, please disregard this message. This is not intended to solicit an active listing. --Reply STOP to opt out.

Option 2

Hi [name]. This is [name] with [company]. I have been collecting data on homes that didn't sell in my market. I'd love to drop off some info! I think you will be pretty interested in what's changed! --Reply STOP to opt out.

Option 3

Hi [name]. This is [name] with [company]. Tell me you have motivation left in you to sell? I am looking at amazing numbers in appreciation for your home! --Reply STOP to opt out.

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