

LANDVOICE TRAINING SERIES

PROSPECTING **SCRIPTS**

**Proven scripts, dialogs, and objection
handlers to win more customers.**



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FSBO APPROACH

Hi. I'm calling about the house for sale. Is it still available? (Yes)

My name is [name] with [real estate company name].

The reason for my call is that when you are ready to list your home I want to be one of the agents that you interview, okay?

I'm just curious, what is the advantage to you to sell your own home?

(Listen to the Answer)

Interesting. So you're thinking that you'll cut out the middleman trying to sell the home yourself, and pocket the difference. Is that about it? (Yeah)

Question. What would the advantage be for a qualified buyer, someone with good credit & plenty of cash AND ready to buy soon to find your home out of the thousands available to come up to your front door and buy your home?

Well let's take your home for example. You are selling it for [\$], right?

Doesn't it make sense to you that a person who has reached a point in life where they can buy a home for [\$] knows that they can walk into any real estate office in the country and hire a skilled buyer's agent for FREE?

And look at all of the things that agent will do for them?

1. They will go through all the homes currently available.
2. Will take them on a door-to-door tour of as many homes as they want.
3. They will negotiate to make the best deal for the buyer – not for you.
4. They will arrange the best financing package for them.
5. They will manage all the details of the entire transaction
6. And probably buy them a closing gift, too! All at no cost.

So as nice as your home may be, what possible advantage does a qualified buyer have to purchase your unrepresented home? I know you want to sell for the best price possible, so let's meet begin the process.

How about today at [time]. Is your calendar handy?

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FSBO + CALL CAPTURE

Hi there. I noticed you're selling your property at 123 Main St. Is it still available? Great! My name is [name] with [company]. Don't worry, **I don't want to list your home**. I'm NOT trying to get you to list with me. I completely understand you are selling your home on your own. I'm sorry about all the other agents that have been or will be calling and begging you to list your house with them.

Actually, I want to **give you something for free** that will help you manage all those calls. It will help YOU sell your home faster and for more money without having to list with me or any other agent!

Here's how it works. I'll give you a toll-free number to use with an extension specific to your house. This helps screen calls, frees up your time and will drive significantly more potential buyers to your property. When a buyer calls the number and enters your extension, they'll hear a beautiful property commercial I've had recorded for you, for free. At the end of this recording, the buyer hears your asking price and can press a button to speak directly with you to set up a showing or even submit an offer!

I'll give you a yard sign and professionally designed property flyer with this phone number to help you market your house.

The power of the toll-free number is that potential buyers can learn about your house with the pre-recorded message at any time, whether you're available or not. Here's the really cool part, when the caller hangs up, the system captures their information then you receive a text message or email with their information. So, if you want to, you can follow up with the buyer at the peak of their interest.

And all you need to make this work is your cell phone.

Now, here's what is in it for me. Since only one buyer can purchase your home, I'd like to work with the everyone else who were uninterested in your home. I get to help them buy other homes in the area. The system really helps both of us. You get a tool to help you sell your home on your own and I get to help other buyers and sellers.

I'd LOVE to stop by to show you the sign and flyer and let you listen to the property commercial of YOUR home --OR-- I'd LOVE to text/email you the number and extension for your house so you can listen to the recording, then I can stop by [date/time] to bring you your sign and flyer.



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FSBO + CALL CAPTURE #2

Hi there. I noticed you're selling your home at 123 Main St. Are you still selling it on your own? Great! This is [name] with [company]. Don't worry, I'm not interested in selling you anything and I'm not trying to get you to list with me. I imagine you are getting lots of calls on your home, especially from agents begging you to list your house with them. Instead, I want to give you something for free that will help you manage all those calls and help you sell on your own.

I specialize in helping For Sale By Owners generate their own buyers for their property, so you can fill your open houses and generate offers.

Compliment the home. (I really like house, your yard, your pool, ... I saw the photos online and really like your kitchen. Etc.) I think this will help you sell on your own.

Here's what I'll do for you. I'll provide you with property flyers that you can print and use however you want. I'll give you the digital file so you can share it online, like on Facebook. I'll provide you a free For Sale By Owner yard sign, 18x24 waist-high, with a toll-free number and an extension specific to your house. Buyers can call the number and enter the extension for your property to hear a detailed description of your home. If they are interested, they can press 0 to connect directly to you. This will help screen calls, free up your time and will drive more potential buyers to your property.

I'd LOVE to drop off a packet with your information and show you how it works. No strings attached.

Now, here's what is in it for me. Only one buyer can purchase your home, and you're going to have many uninterested callers. With your permission, I'd like to call them after you decide they are not a good fit for your home.

I will help those people find a property and create more relationships with other potential sellers in the area. And if you ever need help with selling your home, I'd love to show you the steps we take to sell listings quickly. Can you see how this service can help us both?

When would be a good time to drop off some information to you?

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FSBO OBJECTION HANDLERS

I'M WILLING TO PAY 3% IF YOU BRING THE BUYER

Oh. Good for you! On the surface that sounds like a good business decision, doesn't it? I mean, it would be great if that would really work for you.

However, do you realize that you'd actually be paying agents money to negotiate against you? The rules on agency say that as the agent for the buyer their first duty is to represent the buyer and not the seller. What might that cost you?

Now, is your goal really to sell your property at the highest fair market value? And then to net the most money possible, correct? Fabulous, because that is the goal that I have for my clients, too. Do you know why For Sale By Owners sell for only 85 cents on the dollar?

BRING ME A BUYER AND I WILL PAY 2 OR 3%

Thank you for that and let me ask you do you know how buyer's agents work?

The job of a buyer's agent is to negotiate the most lucrative deal for the buyer, not for sellers. In fact, they are required by law to represent their clients first. So what's the advantage to you to pay another agent to actually negotiate against you?

It would be like paying an attorney to represent the other party. Doesn't really make sense, does it? I have some time this afternoon and also early this evening so that I can stop by and show you exactly how working together, your home will sell for more. Since we have the same goal, when would be best for you?

BRING ME A BUYER AND I WILL PAY 2 OR 3%

Let me ask you, would you like to get the highest possible price for your home and at the same time, have a professional agent like myself negotiate that sale of your home with very little stress and inconvenience to you? Wouldn't that be simpler? So does today at 4 or 4:30 work well for you?

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FSBO OBJECTION HANDLERS

BRING ME A BUYER

Are you aware that the majority of professional real estate agents would rather show homes to their buyers that are listed with other professional real estate agents?

Since more exposure to qualified buyers means a well-negotiated contract and less stress for you, then give me 20 minutes I can show you how you can get the most exposure for your home by listing with me, making this a smooth, stress-free transaction for you. Would today at 4 or 4:30 be better?

BRING ME A BUYER

What specifically causes you to believe that an agent will come and bring you a buyer? What specifically causes you to believe that an agent, who is representing only the buyer, won't take you to the cleaners with their powerful negotiation skills? Don't you think that it's important to have someone like me guarding your equity?

I JUST NEED ONE BUYER

Do you know why serious home buyers find it in their best interest to work through professional agents like myself? They certainly know that they will be exposed to ALL of the hundreds or thousands of homes that are currently on the market today and that they will be professionally represented. Here's what is most important to you since the services that a buyer agent give are free to the buyer. Have you ever thought about what kind of buyer you are attracting? Since most By-Owners sellers are looking to net the most of the sale of their home, when may I come by to show you why the serious buyers who pay top dollar for their new home work with agents? Is your calendar handy?

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FSBO OBJECTION HANDLERS

BRING ME A BUYER

Qualified agents, like myself, do much more than just bring a buyer in the front door. In fact, that is when my work really begins! Negotiating your best deal, managing the entire transaction, making sure that you know the impact that each of the many paragraphs in the purchase contract can have on your equity and obligations while making sure that a buyer doesn't tie up your property for weeks or months or even back out of the transaction at the last minute and you as sellers have no recourse!

SERIOUS BUYERS ...

Serious buyers willing to pay top dollar almost never look in a classified ad to buy a big ticket item like their home. And here's why. Most buyers know that since the sellers pay the real estate fee buyers are free to hire an agent – like me – who can look over the hundreds and hundreds of available properties to find just the right one for them.

FSBOs many times attract the leftovers who are looking to steal a property! And the track record simply proves that this is true.

When you list your home with me, you're also hiring my track record for selling homes for more money than private sellers can get. After all, isn't that what you want from this sale? Great! Is your calendar handy? The sooner that we meet, the faster we can get qualified buyers through your home, too!

ALL OF YOU AGENTS SAY THAT YOU HAVE A BUYER

[Name], I do work with lots of buyers and sellers, too. And since your property is not listed in the MLS, how can anyone with a buyer even know your house is even available?

I'm curious why did you decide to try to sell the home yourself rather than list with an agent? [Listen and then respond.] Top agents makes as much as 30% of their business from For Sale By Owners (FSBO).

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FSBO OBJECTION HANDLERS

WE ALREADY HAVE AN AGENT IN MIND

Super and that tells me that working with someone you know and trust is important to you, is that right?

I only mean to help you the best way that I can and I'm sure that your friend is a competent agent and yes I know that many agents have less information than they really should.

The tough question that I have to ask is if the other agents haven't shared with you the Six Reasons why FSBOs should never sell themselves, then what else might they also miss? Like the price or in negotiating or in simply keeping your sale together before closing?

Since it never hurts to get a second opinion about your home about your price about the current market we're in today, I'd like to apply for the job of selling your home. Is your calendar handy?

WE ALREADY HAVE AN AGENT IN MIND

Terrific! And what I hear you saying is that you want to feel comfortable with the person you choose to handle the sale for you! And that's exactly why we should get together! Look I don't care even if you don't list with me. If you want to sell a home in today's market, it's critically important that you do take a look at different marketing plans! At least you'll have a second opinion as to what your home will sell for and at the very least some new ideas as to how to sell your home! That's what you want is just to sell the house, right? So what works best for you, Monday or Tuesday afternoon?

WE ALREADY HAVE AN AGENT IN MIND

I can appreciate that and almost everyone does so let me ask you do you absolutely have to sell this home? Mr. Seller, if I can show you that there's a benefit for you to hire me as your agent, would you do so? Let's get together so you can decide for yourself which way is the best for you and your family. What would be the best time for you?

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FSBO OBJECTION HANDLERS

WE ALREADY HAVE AN AGENT IN MIND

Good! The more agents you've spoken to, the more clearly you will see that I am the best agent to list your home and get it sold promptly. Are you available [time] to meet and look at comparables from the neighborhood and review my marketing plan?

WE ALREADY HAVE AN AGENT IN MIND

Oh, you already have an agent picked out ? Oh, that's great! And yet you're still selling By Owner.

I'm curious ... has the agent that you have in mind shared with you any of the six reasons that a For Sale By Owner should never sell themselves? [No]

Have they shared with you their track record for selling homes for more money? [No]

Have you ever used them before in a transaction? [No]

[Name], I've sold a lot of homes in our community and my sellers would tell you that I wanted them all to sell for the most money and since that's your goal too, I'd like to stop by and show you how to sell YOUR home for more, too. Is your calendar handy?

WE'VE SOLD PROPERTIES ON OUR OWN BEFORE

I understand that it looks easy from the outside. My two questions for you are:

1. In today's marketplace, are you going to net the most money possible or will you actually be giving money away by selling it yourself?
2. Are you adequately protected?

When would be the best time to show you exactly how your equity can be protected while not leaving your hard-won equity behind? Since it only takes 20 minutes to find out, would 4:00 or 4:30 be better?

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FSBO OBJECTION HANDLERS

I CAN SELL IT MYSELF

Yes! You certainly can sell it yourself! And what I'm really hearing is that you want to be involved in the transaction AND net the most money possible, is that right? And since I've already helped 12 FSBOs this year to sell their home for more money than on their own simply verifies the notion that your time is well spent in meeting with me say, today at 4:00 PM?

I'LL KEEP TRYING

And what I'm hearing is that you are still interested in selling your home ... and that you actually want to net the most money possible, right? Great! And, since people who buy FSBO properties are looking for a deep discount in the price, it doesn't sound like those buyers are a good match for you. We can meet tomorrow at 4:00 or should I just stop by today?

THE MARKET IS HOT

I agree the market is hot right now. And what I hear you saying is that you want to net the most money from the sale of your home, right?

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FSBO FALLACIES

The following are common false beliefs held by many For Sale by Owners.

1. The home will sell for the same price as if it were listed and exposed to ALL qualified buyers.
2. Their home is so special / different that it will sell even though it may be priced 5-20% over market value.
3. They will attract "overflow" retail buyers from other neighborhood "For Sale" signs.
4. There is no liability for selling a home.
5. All people are honest.
6. All people want to help them sell, when they actually are "neutral 3rd parties" (Escrow/ Title/Closing Attorneys).
7. That bringing a buyer is the largest part of an agent's job.
8. The legally binding contract that they are signing is just "stock boiler plate from the Internet."
9. They think they'll save 6% ... (It's really a 15% loss!)
10. Attorneys are the best resource for real estate contract advice.
 - Most closings are transacted without attorneys.
 - Buyers call them "deal killers".
11. They don't need a Realtor ... that they will get the same result without one!

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WORKING WITH EXPIREDS

In today's market, Expired listings are an enormous source of business, one of the largest sources available to you today. You should utilize this source to grow your business!

What will home owners do when their property expires?

1. Approximately 1/3 of the homeowners will re-list with their current agent.
2. Approximately 1/3 of the homeowners will re-list with a new agent.
3. Approximately 1/3 of the homeowners will leave their home off the market for a month or more, but most of them will re-list with another agent within 120 days.
4. A high percentage will re-list with the 1st or 2nd agent that contacts them.

Many agents object to calling on Expireds because the homeowner has already had a tough experience with the market, and in most cases, an agent. But this works in your favor if the home owner still has to sell. They are very motivated, they understand the house didn't sell at the previous price, and you know what needs to be fixed since you get all the feedback about the previous agent.

Your job is to go in, be strong and ask qualifying questions by using the expired scripts. Make sure they are qualified to sell, set an appointment and make a strong listing presentation. There is not a single agent in this market today who can't get at least three to four good listings a month from expired sources. Don't allow yourself to miss this opportunity.

1. The Expired listing is to many salespeople the most difficult to get. They are difficult because they just had a bad experience and when we understand that, the process is easier.
2. The major portion of real estate agents do not call on Expired listings because of the rejections involved.
3. As with For Sale by Owners, new licensees will call on Expireds more than the experienced veterans because they don't have a lot of listing prospects.
4. The primary reason why property expires is the price, although the seller will always tell you it is because of the agent.
5. The majority of Expired listings will tell you they are not going to sell their property at this time because they are frustrated with the process. In reality, they will list with an agent who shows them what has to be done.

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WORKING WITH EXPIREDS

6. The key to expired listings is urgency — urgency in itself to talk to them and see them and urgency in them to make a decision.
7. Since most Expireds will re-list within 24-48 hours, make your first contact first thing in the morning and if you are not able to reach them, go to their door in the afternoon.
8. Since they have had a bad experience, showing confidence is critical. The more confidence you display, the better your chances of getting the listing.
9. Don't set an appointment for tomorrow, when you can get one today, since there are other agents calling the also. Do it now.
10. Remember high energy, a lot of intensity and constant follow up are critical. If you are not confident, they will list with somebody else.

EXPIRED SCRIPT OVER THE PHONE

(Use one of the included scripts until you are comfortable)

Hi, I am looking for [homeowner name]. Hi [expired name] my name is [name] with [company]. I am sure you have figured out that your home came up on our computer as an expired listing and I was calling to see:

1. When do you plan on interviewing the right agent for the job of selling your home? (Never) terrific/Really!
2. If you sold this home where would you go next (listen to response) That is exciting!
3. How soon would you like to be there? (Already) Wow!
4. [Homeowner name] what do you think stopped your home from selling? (The agent) Really!
5. How did you happen to pick the last agent you listed with? (Referral) Great! What did that agent do that you liked best? (Nothing) Ouch!
6. What do you feel they should have done? (Sold my House) Really!
7. What will you expect from the next agent you choose (Sell my house) Terrific!
8. Have you already chosen an agent to work with you? (No) Wonderful!
9. I would like to apply for the job of selling your home. Are you familiar with the techniques I use to sell homes? (No) Are you kidding!
10. What would be the best time to show you. Monday or Tuesday at [time]?

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EXPIRED OBJECTION HANDLERS

In today's market, Expired listings are an enormous source of business, one of the largest sources available to you today. You should utilize this source to grow your business!

Many agents object calling on Expired Leads because the homeowner has already had a tough experience with the market, and in most cases, an agent.

What will homeowners do when property expires?

1. Approximately 1/3 of the home owners will re-list with their current agent.
2. Approximately 1/3 of the home owners with re-list with a new agent.
3. Approximately 1/3 of the home owners will leave their home off the market for a month or more, but most of them will re-list with another agent within 120 days.
4. A high percentage will re-list with the 1st or 2nd agent that contacts them.

I AM NOT SELLING ANYMORE

If you had received an acceptable offer last week would you have sold it? If yes, close for an appointment. If no, use the next line:

If you were absolutely sure that your home would sell, would you put it back on the market?

IT'S A BAD MARKET

I believe the market is fine. I would like to stop by, take a look at your home and figure out why it didn't sell and also what it will take to get it sold this time. Then you can decide if we should be working together. What would be the best time: [time] or [time]?

You are right, the market is different than it was 3 years ago and did you know that homes sold right here in our market last month? It would have been great if yours was one of them, wouldn't it? Let me stop by and show you what I am going to do to make sure that your home is one of the homes that will sell this month. What would be the best time: [time] or [time]?

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EXPIRED OBJECTION HANDLERS

WE WERE THING ABOUT (X) COMPANY

Or, we have never heard about your company.

I can understand your concerns, and I think you realize a company doesn't sell a home, it's the individual agent's activities.

I would like stop by [date/time] to show you exactly what I will do to sell your home. Then, you can decided if you want to sign a contract so I can help you get what you want, in the time you want. Won't that be great?

WE WANT TO THINK IT OVER

That's great, and since three minds are better than two, let's think out loud together. Tell me, what are you thinking about?

WE WANT TO SLEEP ON IT

You are right. This is a big decision, isn't it? Yet the decision must be made based upon what you want, correct?

Let's do this. Sign the contract tonight contingent upon your approval within 24 hours. That way we both win. Can I tell you how?

You have 24 hours with no pressure so you can feel comfortable and sleep on it tonight. Then I will call you in the morning and you simply tell me yes or no.

If you say no, I will rip up the contract and you have no obligation. If you say yes, I will begin marketing your property immediately. Either way.

All we need to do now is simply sign the contract so I can help you get what you want in the time you want it. Won't that be great? Sign the contract.

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EXPIRED OBJECTION HANDLERS

I HAVE A FRIEND IN THE BUSINESS

I can appreciate that and almost everyone does. So, let me ask you, do you absolutely have to sell this home or are you just looking to do your friend a favor?

Obviously, you had me out for a reason, right?

Do you feel I can sell your home? Terrific!

All we need to do now is simply sign the contract so I can help you get what you want in the time you want it. Won't that be great. Sign the contract.

ANOTHER AGENT SAID THEY COULD GET ME MORE MONEY

I can appreciate that and what you probably don't understand is this: an agent that will list your property overpriced now will then start beating you up on the price week after week. Is that what you want? Who would? They are afraid to tell the truth up front. Do you want the truth? Of course you do.

Let's do the right thing and simply sign the contract so I can help you get what you want in the time you want it. Won't that be great?

WHAT DO YOU DO TO SELL HOMES?

That's a valid concern and let me ask you this: are you aware that there are two kinds of real estate agents?

There are passive and active. I am an active agent, meaning when you sign the contract tonight I will spend my time actively marketing your home to other active agents in town. Isn't that what you want? Someone who will work actively and aggressively to get your home sold, right? Terrific.

All we need to do now is simply sign the contract so I can help you get what you want in the time you want it. Won't that be great?

Clients of the Mike Ferry Organization use these Expired Script. Go to mikeferry.com for more information.

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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]. 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]. First things first, 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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OLD EXPIRED SCRIPTS

SCRIPT #3

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

I regularly speak with my buyers that are looking for homes in the _____ 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 _____(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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OLD EXPIRED SCRIPTS

TEXTING SCRIPTS

Option 1

Hi [name]. This is [name] with [company]. I work with buyers looking 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 quickly. If you're interested, let's talk. 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 your home is now worth! Let's talk soon. --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 value appreciation numbers for your home! Let's talk. --Reply STOP to opt out.



CALL CAPTURE + OLD EXPIREDS

My name is [name]. I am a real estate agent in the area. I know your listing expired some time ago. I wanted to give you some facts regarding home sales in your area. I am not too sure if you are aware of this, but homes sales have risen dramatically since you last listed your home and it expired. I am not too sure if you have given thought to re-listing and putting your house back on the market.

I am using a 24-hour technology that helps me sell my listings faster and for more money. I'd love to provide a sample commercial of what your home sounds like with my service. If you have any thought toward putting your home back on the market, now may be the best time to get the most cash for your property.

My goal is to provide you with a free home evaluation right away, there have been some homes sold since you last listed and you may be able to put your home on the market for even more than what it expired for. With my 24-hour technology that helps me generate an additional 200 to 300% greater response, selling your home fast and for the most amount of money is defiantly something I am capable of doing with my experience and tools!

Would you prefer me to email or text message you your 24-hour sample property commercial?

Be sure to request property marketing materials in the Call Capture app in the Order Materials section.

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OBJECTION HANDLERS

WE ALREADY HAVE AN AGENT IN MIND

Super and that tells me that working with someone you know and trust is important to you, is that right?

I only mean to help you the best way that I can and I'm sure that your friend is a competent agent and yes I know that many agents have less information than they really should.

The tough question that I have to ask is if the other agents haven't shared with you the Six Reasons why FSBOs should never sell themselves, then what else might they also miss? Like the price or in negotiating or in simply keeping your sale together before closing?

Since it never hurts to get a second opinion about your home about your price about the current market we're in today, I'd like to apply for the job of selling your home. Is your calendar handy?

WE ALREADY HAVE AN AGENT IN MIND

Terrific! And what I hear you saying is that you want to feel comfortable with the person you choose to handle the sale for you! And that's exactly why we should get together! Look I don't care even if you don't list with me. If you want to sell a home in today's market, it's critically important that you do take a look at different marketing plans! At least you'll have a second opinion as to what your home will sell for and at the very least some new ideas as to how to sell your home! That's what you want is just to sell the house, right? So what works best for you, Monday or Tuesday afternoon?

WE ALREADY HAVE AN AGENT IN MIND

I can appreciate that and almost everyone does so let me ask you do you absolutely have to sell this home? Mr. Seller, if I can show you that there's a benefit for you to hire me as your agent, would you do so? Let's get together so you can decide for yourself which way is the best for you and your family. What would be the best time for you?

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OBJECTION HANDLERS

WE ALREADY HAVE AN AGENT IN MIND

Good! The more agents you've spoken to, the more clearly you will see that I am the best agent to list your home and get it sold promptly. Are you available [time] to meet and look at comparables from the neighborhood and review my marketing plan?

WE ALREADY HAVE AN AGENT IN MIND

Oh, you already have an agent picked out ? Oh, that's great! And yet you're still selling By Owner.

I'm curious ... has the agent that you have in mind shared with you any of the six reasons that a For Sale By Owner should never sell themselves? [No]

Have they shared with you their track record for selling homes for more money?

[No]

Have you ever used them before in a transaction?

[No]

[Name], I've sold a lot of homes in our community and my sellers would tell you that I wanted them all to sell for the most money and since that's your goal too, I'd like to stop by and show you how to sell YOUR home for more, too. Is your calendar handy?



OBJECTION HANDLERS

A COMPANY THAT WILL PUT ME INTO THE MLS FOR \$250

Okay. And when people tell me that, they are really saying that they want to net the most money from the sale of the property. Is that how you feel, too? Great! And when a company specializes in less, how can they possibly net you more? It just doesn't make sense.

I AM GOING TO LIST THROUGH A DISCOUNT BROKER

Good for you. Let me ask you, has there been a time when you want to get more, but actually wound up getting much less instead?

Selling with a discount broker is usually just like that.

The more that an agent discounts their own fees, the less qualified they are to represent you in selling your house and in getting you the most money from your sale.

And since there is a direct relation to an agent charging less and you netting less, let's set an appointment so that I can help you to sell your home with the highest net proceeds. Is your calendar handy?

If they keep on.

Would you like to be handled by a 'volume-basis' broker or would you like to simply net the most money possible, given today's market?

1. Do you know that as many as 50% of the listings taken over the next 6 months will actually expire and not sell?
2. What are you willing to give up so that you pay a lower commission?

I understand. It never hurts to ask, does it? Okay, let's move on and get started tonight.



OBJECTION HANDLERS

YOUR FEE IS TOO HIGH

This is the greatest thing that you'll ever pay for and here's why. This pays for my abilities and expertise and you benefit because you get the most amount of dollars in your pocket.

My clients know that for every dollar that is paid to me, they are actually earning more than they are paying for. They know that it would actually cost you money not to have me handle the sale for you.

You want me to earn this commission. You want me to work hard for you and believe me, that's exactly the position I'm in.

Let's get started.

YOUR FEE IS TOO HIGH

I understand that you want a lower fee because you think that will save you money and bring you the skills needed to sell in today's buyer's market.

Did you know that reduced commissions are reduced for a reason? The person representing you lacks the ability to negotiate on your behalf and they are proving that since they lack ability to negotiate on their own behalf.

And that's why I've surpassed that many years ago. Now I'm looking for clients who simply understand that a job is well done and well paid for – that the two go hand-in-hand instead of those looking to cut the corners by hiring an agent fresh out of real estate school who think this is an easy business.

Are you comfortable with having an agent cut their teeth on your equity or would you simply like the comfort of knowing that your sale is being professionally handled?

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OBJECTION HANDLERS

“THAT IS A LOT OF MONEY”

I agree with you [\$___] is a lot of money! And when people attempt to sell their home privately, they can lose much more than that! For Sale By Owners sell for only 85 cents on the dollar! That is 15% less than houses represented by agent.

Because you don't know my business [I mean – how can you be expected to know this huge industry?] you cannot know for sure how a legally binding contract will affect you, or the check you hope to receive at the close of escrow.

That's not your fault. (Again, how can you know my entire business?) Many real estate agents don't even fully understand the eight page contract or how each one of the dozen of paragraphs can cost you money!

OTHER AGENTS WILL DO IT

Let me show you why that will still cost you money. An agent who will work on a discounted-fee basis also must sell homes – in volume – just to make their bills. And unfortunately, too many of their homes never sell at all! And since they have no incentive to actually get your home sold, how much time can they really give to your particular sale even if they did know what to do?

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OBJECTION HANDLERS

ALL OF THE AGENTS ASK THE SAME QUESTIONS

You know, [name] it's like going to any doctor's office. Don't they always take your temperature, your blood pressure and your weight? It's the same thing in my business. There are certain things that good agents simply need to know in order to better help you! So how is your next home going to be different than what you're living in today? [Follow the client's motivation for selling ...]

I DON'T TRUST ANY AGENTS

I completely understand! Can you imagine what it's like to work with them everyday? Let me ask you a question. Have you had a less-than-positive experience with other agents? Here's the good news: not all agents are bad! In fact, although you had a bad experience before, many agents are professional and extremely good!

My clients would tell you that they'd highly recommend me to you right now!

After you meet with me you will instantly feel better about your decision to get more information. It is very common for people to hesitate after a bad experience. But selling your home doesn't have to be negative. In fact, my clients feel comfortable knowing that they are well represented. So the sooner that we get together, the faster we can get your property sold and you can move on with peace of mind! Isn't that what you're looking to do?

I GET DOZENS OF CALLS! WHY ARE YOU CALLING ME?

You get lots of calls? Good for you! I'm calling because I sell houses and you have a house for sale. Are you cooperating with agents to sell your home for more money? Great! [Resume with basic FSBO script]



PRE-FORECLOSURE APPROACH

Hello. This is [name] with [company]. I'm a local real estate agent and I focus my business around your neighborhood. I frequently have buyers that are interested in this area. I know your house isn't for sale right now, but have you ever thought about selling your house?

(Listen to response, but DO NOT mention financial distress unless they volunteer that information.)

Thanks for sharing that with me. I would like to put together some comparable houses from your area that recently sold to help you know what your property is worth. I think you would be surprised at the prices right now. I could also show you how I can help you get top dollar for your house.

Can I stop by tomorrow to drop off some information to you?



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NEGOTIATIONS

I can negotiate on your behalf much more effectively than you can yourself. May I explain? When you attempt to negotiate the sale of your own home, you are emotionally involved. When I represent you, can you see that I am professionally involved? Can you see how that will benefit you?

Real estate agents usually will hire another agent to handle their personal negotiations for them. Since you and the buyers you're hoping to attract are at financial odds, shouldn't you be doing what the professionals do for themselves?

It's not you or your negotiation skills or your property that will cause you to sell for less. People simply cannot negotiate for themselves nearly as well as a third-party professional like me!

[Close]

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