



INSPIRED

EXPIRED

PROGRAM

The Ultimate NO Rejection
Approach to Expired Listings

Expert
PARTNERS

The NO Rejection Approach to Expired Listings

11-Day Marketing Plan

Click here



Watch this 7-minute video

[Inspired Expired Program: Introduction Video](#)

Week	Marketing Piece	Message/Description
Day 1	Hand Deliver Packet with Letter	Special report, ebook & Personal Postcard with Video QR Code
Day 2	Power Postcard	Market Update - These Homes Recently Sold
Day 3	Power Postcard	Testimonials
Day 4	Flyer	Easy Out Seller Program
Day 5	Call Or Voice Broadcast	Information Package
Day 6	Personal Letter	Offer Movie Ticket
Day 7	Power Postcard	JUST SOLD - Selling Everything in Sight
Day 8	Power Postcard	Handwritten Note- Offer Comparable Sales Data
Day 9	Power Postcard	The Easy Out Seller Program
Day 10	Call Or Voice Broadcast	Opportunity to meet you
Day 11	Personal Letter	I want your business. You are important to me.

Day 1: Letter Special Report & Personal Brochure Offer

Today's Date:

Bethany and Travis Luzer
12345 Main Street
Anytown, USA 01234

Hi Bethany and Travis,

Like every other real estate agent in the area, I am notified that your home is no longer actively on the market for sale. I am so sorry your home did not sell. Through the years, I have witnessed that one of the major reasons a home does not sell is the disconnected relationship, and a lack of communication between the agent and client.

My team and I approach things a little differently than the average agent. I believe that open communication between our clients is absolutely critical to creating a mutually beneficial outcome, the sale of your home for the highest price possible.

To give you a little insight as to who I am, as a person, and how I see our role in working with our clients, I have enclosed a copy of my personal brochure. After reading it, I trust you will feel more comfortable with me, even if as just a resource for you. (Also, I have included our special report e-Book, 20 Pro Tips to Get Your Home Sold Fast and For Top Dollar... or offer... Something like "12 Questions You Must Ask Your Real Estate Agent Before You Choose Yours... And Make The Same Mistake Twice") to help you in the ever important selection of the right real estate professional. Also watch the 1-minute video at [YourName.com/Video](#). I would greatly appreciate it if you would take a few moments to watch that and to read through the report and the brochure.

If you like who I am, our approach to real estate and feel that I am a person with whom you would feel comfortable, I would love to have the opportunity to sit down with you and show you how I've built our track record and why I can sell your home fast and for top dollar. If you don't feel comfortable talking with me, I completely respect that. I am most committed to working with people who like our approach to real estate and will allow me to represent them using our years of experience.

I would like to set up a no-obligation consultation with you to discuss how I can work together to achieve your real estate goals. Even if you have decided not to sell your home right now, I am happy to answer any questions that you might have about your home, real estate or the community. To set up a meeting or just ask questions, I can be reached at 555-555-5000.

All the best,

Zach Hutter



Day 1: Optional Script - 60-Sec Video

RECORD FIRST

Since video gives prospects the feeling of meeting you, this short video could be a powerful way to get them comfortable with you, feel your sincerity and hear how you approach your business.

Here's how it works: Record this video and upload it to your YouTube channel. Don't worry about polishing it, or making it perfect. Grab the URL for the video and generate a QR code. Go to qr-code-generator.com. Copy the QR code on to the power postcard on the next page.

Script

Selling a home will probably never make the list, "The 10 most fun things to do"... Nor will it be on ANY adventurer's BUCKET LIST. So I won't try to convince you that selling a home is FUN.

That said, I know it can be WAY easier, and pretty darned stress free when you have the RIGHT PARTNER to help you through the process.

Hi, my name is _____, and my team and I would love the opportunity to serve you. As you know, I personally dropped a package at your door. I am certain you are getting calls from many agents in the area. I didn't want to BOTHER you with more NOISE. I also WANTED you to see how I do things, and how I make working with our clients a VERY personal experience.

My brochure, (and the added special report booklet, if you sent it) will give you a chance to know more about me and my philosophy, maybe even a little more about the selling process. After reviewing these items, if you feel that we would be a great fit, OR if you've noticed my SOLD signs around, OR if you just want to explore a conversation, feel free to reach out. We can set a time for a Zoom call or to enjoy a cup of coffee and talk.

Thanks for taking the time to watch this video... I look forward to having the opportunity to meet you.

Day 1: Optional Script – Watch this short video



ZACH NUTTER
THE Z-MAN

Zach Nutter has put together an exceptional service approach that has clients raving. He calls it the Z-Man Real Estate Experience. Here are a few of the key benefits you can expect:

- An encyclopedic knowledge of Bend, its lifestyle, its history, its market trends – all the nuanced insights that will affect your home sale or purchase.
- A highly personalized approach. He will truly treat your real estate as if it were his own.
- A focus on the financial implications of your real estate, helping you understand important details and long-term implications.
- A level of communication second to none. You'll never have to ask "where do we stand," or "what's happening next?"



I know it's disappointing, and maybe even frustrating that your home hasn't sold!

Can we explore new and different options to ***get your home sold for you?***

Watch this short video

ANNOUNCING!

Zach Nutter's Sellers Guarantee TM

Your 100% Satisfaction Is Guaranteed
Or Zach's Commission Back.*

How does it work? Ask for Details*



ZACH NUTTER
THE Z-MAN REAL ESTATE EXPERIENCE

MOBILE: 541-369-1695 (text or call)
E-MAIL: zach@liveinpnw.com
WEBSITE: LiveInPnw.com

exp
REALTY

Scan this and watch the example video

Day 2: Market Update



ZACH DID IT AGAIN!

OREGON UPDATE These Homes Recently Sold

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17362 Valley View, Rd

This beautiful 5 bedroom home sits on 1.2 acres and is perfect for family and entertaining.



20714 W 92nd St.

Classic living with all the upgrades you can imagine, Special outdoor living fun



8123 Lone Rd

Family living at its best with great room and incredible entertainment center to captivate the whole family.



8111 Lone Elm Rd

Family living at its best with great room and incredible entertainment center to captivate the whole family.


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Day 3: Testimonials



ZACH NUTTER
THE Z-MAN

PEOPLE ARE TALKING ABOUT ZACH!


Zach Nutter has put together an exceptional service approach that has clients raving. He calls it the Z-Man Real Estate Experience... and it's why Zach offers His Satisfaction Guarantee® Program

An encyclopedic knowledge of Bend, its lifestyle, its history, its market trends – all the nuanced insights that will affect your home sale or purchase.

A highly personalized approach. He will truly treat your real estate as if it were his own.

A focus on the financial implications of your real estate, helping you understand important details and long-term implications.

A level of communication second to none. You'll never have to ask "where do we stand," or "what's happening next?"



That Is What a Standing Ovation Looks Like on Paper!

Zach is seriously a Rockstar! 🌟 They sold our house in 24 hours over asking price! They are the best to work and I couldn't recommend them enough! They make the whole process stress free and are there to answer any and all questions! ❤️ So Happy and blessed to have found Zach.

-Kelly O'Melley Bonnel

Zach Nutter went above and beyond for us during the sale of our house, and that continued afterwards too. The communication, teamwork and hospitality they provide was amazing. 🙏 We can't thank you guys enough for helping us in the stressful process and making it easy for us. 💜 🏡

-Nicole Ferrell

Working with Zach to sell our home was like working with an all-star team of Realtors. They are extremely market savvy and have enough experience to deal quickly and effectively with any problem that could arise. They're super smart, professional and they were literally with us at every inspection or step along the way, even though we were the sellers! The entire team is friendly, knowledgeable and really deliver excellent customer service. So grateful we worked with Zach Nutter 🧡❤️

-Baron and Lorie


Zach Blew our mind...we accepted an offer after only showing the house for three hours and it was above asking price. And we had difficult buyer, they deftly kept them in check and our stress level way, way down. They are absolutely the best team I have ever worked with and wouldn't hesitate to call them again.

-Chris Felley

Offering Zach Nutter's Satisfaction Guaranteed Program™


Zach Nutter sells his listings in an average of **6 days faster** than his competition, for an average of **18% higher price**. That is why Zach is able to offer his **Satisfaction Guarantee®** offer. **Your satisfaction is guaranteed...or he'll give you his commission back.*

FIND OUT HOW IT WORKS!



ZACH NUTTER
THE Z-MAN REAL ESTATE EXPERIENCE

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Day 4: Easy Out Seller Program



EASY OUT SELLER GUARANTEE[™]

SELLER GUARANTEE



ZACH NUTTER
THE Z-MAN

- Cancel your listing anytime
- Relax, knowing you won't be locked into a lengthy or binding contract
- Enjoy the caliber of service confident enough to make you this offer

What's the biggest fear you face when you list your home with a real estate agent? Of course... You worry about being stuck in a long-term listing agreement with an agent who proves to be less than competent, costing you valuable time and expense with your home still on the market.

Fear no more. _____ takes the risk and fear out of selling your home with a real estate agent. How? By offering his Easy Out Seller Guarantee.[™]

When you list your home through _____'s Easy Out Seller Guarantee.[™] You can cancel your listing at any time. Drama and hassle free.

_____ has strong opinions about what real estate services should be. He notes, "If you are unhappy, you should have the power to fire your agent. Period!"

Because of the strong belief he has in the quality of service he and his team deliver, he can make an offer like this.

_____ never settles for less than the highest professional standards. He is confident you will be happy with his services. When you call _____ today you will get a clear understanding about how his unique brand and service will make all the difference for you.

_____ Takes The Risk Out Of Selling Your Home !

ZACH NUTTER
THE Z-MAN REAL ESTATE EXPERIENCE

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REALTY

Day 5: Call Script

Through the previous days, by using your Power Postcards and past results, you have begun to build their confidence in you. If you have been able to ascertain the seller's phone number, you can leave a voice text, video, or use a broadcast call service, like slybroadcast.com to leave this message. If you use a broadcast call service, you can pre-record this message and use it again and again for all your expired prospects.

Pro Tip: When you pre-record a message, remember not to make it too perfect. A stutter, thoughtful pause, or even noise in the background, can make it sound more natural as if you left this message for them personally.

Script

Good morning!

This is Zach Nutter of _____ (name of team). I dropped an information package for you, and have been sending some postcards these past few days.

Undoubtedly, you have probably seen our SOLD signs around, since this is my area of focus and expertise.

I also know you are probably being inundated with calls from many agents, and I didn't want to add to the distractions. Yet I do want you to know I love the opportunity to meet, to explore your goals, and to show you how I can make selling your home, an easier and more positive experience.

While selling a home may not be FUN, it DOES NOT NEED TO BE DIFFICULT either. Please call me personally when you have a few minutes today... I am Zach Nutter and you can reach me at 555-555-5000. I hope you have a really great day!



Day 6: Offer Movie Tickets

Today's Date:

Bethany and Travis Luzer
12345 Main Street
Anytown, USA 01234

Hi Bethany and Travis,

I hope you are finding the information I have sent helpful. Our goal is to get you the best information I can offer, so you will be successful when you put your house on the market again. Of course, I hope that is with us, yet even if it is not, I want you to realize your goals. I have a vested interest in seeing that your home sells for the highest price possible as I support and uphold property values in this area I serve.

By now, I am sure you're getting besieged right now by many Realtors in the area who want to meet with you since your listing expired. I'm sure you are probably being very cautious about selecting another agent, as well you should be.

I can understand you might be wary about all this attention. And I'll be straight with you... I want to work with you, too. I have done some background work on this neighborhood and the overall housing market here in (_Town/Area_), and would like to explore with you some of the possible reasons why your home didn't sell.

However, the last thing you probably want to do right now is to meet with another Realtor . Your time is valuable, so let us make it worth your while. In exchange for 30 minutes of your time to go over the sale of your home, I'll reward you with movie tickets on us. Why not get something® for your time? It's only fair.

If you feel comfortable, give us a call at 555-555-5000. Let's set up a time to talk... and then, enjoy a movie on us.

I look forward to meeting you!

Zach Butter

Your Slogan

Day 7:Just Sold



ZACH NUTTER
THE Z-MAN

**ZACH KNOWS
BEND...**

AND IS SELLING EVERYTHING IN SITE

JUST SOLD

8111 Lone Elm Rd



Listed for \$749,000 SOLD IN 12 DAYS OVER LIST PRICE

Offering Zach Nutter's Satisfaction Guaranteed Program™

Zach Nutter sells his listings in an average of 6 days faster than his competition, for an average of 18% higher price. That is why Zach is able to offer his Satisfaction Guarantee™ offer. *Your satisfaction is guaranteed...or he'll give you his commission back.

FIND OUT HOW IT WORKS!



ZACH NUTTER
THE Z-MAN REAL ESTATE EXPERIENCE

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A focus on the financial implications of your real estate, helping you understand important details and long-term implications.

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Day 8: Postcard with Message



ZACH NUTTER
THE Z-MAN

**ZACH SELLS
OREGON**

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- A highly personalized approach. He will truly treat your real estate as if it were his own.
- A focus on the financial implications of your real estate, helping you understand important details and long-term implications.
- A level of communication second to none. You'll never have to ask "where do we stand," or "what's happening next?"



Hi, there! It's Zach Nutter! How are you doing? Over the past few days, you have been receiving some information related to our area, and a bit about us and our real estate services. I would love to schedule a time to meet you at your home or someplace for coffee..

In a short few minutes, I can show you some comparable sales data from your neighborhood and get a chance to understand your goals. Really no obligation, no sales pitch just a few minutes to see if we would be a good fit, and explore the advantages to you having our expertise on your side.

Looking forward to meeting you.!

Zach Nutter

ZACH NUTTER-
THE Z-MAN REAL ESTATE EXPERIENCE

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Day 9: Easy Out Power Postcard



ZACH NUTTER
THE Z-MAN

ANNOUNCING!

CANCEL THE LISTING AGREEMENT ANYTIME

Let Zach Nutter take the risk and fear out of selling your home with a real estate agent with his unique *Easy Out Seller Guarantee*, you will sleep peacefully and feel confident knowing you can:

- **Cancel your listing at any time, with no cost to you.**
- **Relax knowing you're not stuck in a lengthy or binding agreement**
- **Receive an exceptional level of service by a professional team confident enough to make this offer to you.**

Zach has strong opinions about what real estate should be. Zach says, "If your agent isn't doing their job, you should have the power to fire them. Period! The great news is... My team and I do our job really well!"

It takes a strong belief in the quality of his/her/their service to make an offer like this. Call Zach for more information about RISK FREE approach.

Real estate wasn't meant to be challenging, or even scary... and with **The Easy Out Seller Guarantee**, it's not!

FIND OUT HOW IT WORKS!



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Day 10: Call Script

At this point, your contact has been powerful and professional allowing the seller to feel comfortable with you. If you have been able to ascertain the seller's phone number, you can leave a voice text, video, or use a broadcast call service, like slybroadcast.com to leave this message. If you use a broadcast call service, you can pre-record this message and use it again and again for all your expired prospects.

Pro Tip: As a reminder, when you pre-record a message, remember not to make it too perfect. A stutter, thoughtful pause, or even noise in the background, can make it sound more natural as if you left this message for them personally.

Script

Hi again!

This is Zach Nutter again with _____(name of company). I am really sorry I missed you. I feel almost like we're old friends after all the information I've been sending to you these past couple weeks.

Really I just wanted to make a more personal connection and let you know I would love to have the opportunity to meet with you, to discuss your thoughts about where you are with selling your home and to see if I can be of any assistance to you.

As I have said, I love selling homes and frankly, I am good at it. As you saw from some of my marketing materials, I sell a lot of homes, fast and I help our sellers maximize their value.

Call me when you get this message and let's just arrange to talk, no pressure, no obligation. For sure, I would love to meet you. You can reach me. I am Zach Nutter and you can reach me at 555-555-5000. I look forward to speaking with you soon... Have an awesome day!

Day 11: Letter – I Want Your Business

Today's Date:

Bethany and Travis Luzer
12345 Main Street
Anytown, USA 01234

Hi Bethany and Travis,

As you have seen over the past couple weeks, my team and I really like your property and hope I am being direct, not pesky, in our efforts to build a relationship with you. I also trust you have noticed I approach things a little differently. And just maybe, I have shown you the kind of consistent follow up you would hope for, even expect, from an agent you're doing business with.

The thing is, when it comes to selling your home, the goal becomes to do it as quickly and for the highest price possible. Really, it can make you sweat just thinking about it. For me, selling homes is a daily part of my life – like the heart specialist, the tax accountant, the lawyer, who work daily in areas most of us wish we could avoid. And you know, I love it.

The truth is, selling homes is what I love to do... You might even say it's my passion. To me, there's nothing more rewarding than selling someone's home, easing their worries and helping them to get on with the next chapter of their lives.

If you do decide to list your home again with an agent after all, I would like to help you make the personal decision you will have to make in selecting the right agent. In addition to considering qualifications and achievements, you'll want to find someone with whom you feel comfortable and who will work hard for you. Most importantly, you'll want someone who listens and is responsive to your needs. Thanks for the opportunity to share my expertise with you.

Please take another look at my personal brochure. It will remind you of who I am, as a person, and my key values. If you like who I am, our approach to real estate and feel that my team and I are people with whom you would feel comfortable, I would love to have the opportunity to sit down with you and show you how I've built our track record and why I can sell your home fast and for top dollar. If you don't feel comfortable talking with us, I completely respect that. I am most committed to working with people who like our approach to real estate and will allow u to represent them using our years of experience.

I truly hope this information has been helpful. I would like to set up a no-obligation consultation with you to discuss working together to achieve your real estate goals, and sell your home. Even if you're not ready to sell your home right now, I'm happy to answer any questions that you might have about your home, real estate or our great community. To set up a meeting or just ask questions, just call me at 555-555-5000.

Hope to meet you soon!

Zach Hutter

Your Slogan





SAY NO TO REJECTION

Expired Listing are happening.
Take a new approach.

