

1. We are taking the home off the market/We took the home off market/not selling?

- a. I understand plans change sometimes better sometimes the other way, If I had a perfect buyer paying all cash, your terms, close in 30 days, you would sell right? So what has changed?
- b. I understand you were probably on the market for a long time. If when you were on the market, I brought you an offer you liked you were still selling right? Well, what's changed in the past few weeks?
- c. Looks like a great property, hard to believe that didn't sell, especially in this market, what do you think stopped it from selling? [This is my go to]
- d. BONUS: *Bad pictures* You know, the pictures online didn't do it justice can I at least stop by and you can give me the grand tour? [The hope is they run with x or y reason the home did not sell, this is your chance to build common agreeance and then set appt]
- e. [STILL TAKING A BREAK] Oh well, that's fantastic well now it's just a question of doing it now or in the future? isn't that right? Well if you could do it now is that something you would still be excited about? Well, let's do this let's pick a time on the calendar so we can sit down and take a look at the options?

2. What do you mean, do you have an offer for me? Buyer, Bring me a buyer.

- a. That's what I'm trying to find out. When can i stop by and see it?
- b. Im sure you could understand, It would be extremely unprofessional for me to show a home I haven't even seen. So let's do this, why don't I stop by at 430 or does a little later in the evening?
- c. I don't want to bring you just one offer. I want to bring you 2 or 3 or 4 so you don't leave ANY money on the table! I'd like to stop by and find out exactly what stopped the home from selling and see if my second opinion can put more money in your pocket.. Are you usually free in the evening?

3. We've already chosen another agent/friend in the business - New Agent.

- a. Okay. Have you signed an agreement with them? (If NO) Let me ask you a question ... after (x) months on the market and knowing what you NOW know ... would it be worth it just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?
- b. [Chosen new agent] I can appreciate that ... have you signed an agreement with them? (If NO) Let me ask you a question ... after (x) months on the market and knowing what you NOW know ... I'm sure you don't want to go through the whole process AGAIN! With the house just sitting for X Months,, may I ask, did the agent you interviewed give you EXACT details on what they do to sell homes? AND I'm curious, What is THEIR personal DOM are or list to sale price ratio? Oh wow, okay, this is a business decision isn't it? AND those are the most important numbers aren't they, how long it takes to sell and the Sales Price? Well I wonder why he didn't share his numbers, doesn't that concern you? Let's meet this evening at 6PM and I can show you EXACTLY how I sell homes and my numbers then you can decide on who really provides the best plan to get you the highest possible price? Is that fair? [I don't really like this one]

4. Staying w/ the same agent.

- a. Now is this the same agent it was listed with last time? "YES"- Well that's concerning, if you're selling this home with the same agent what are they going to do differently? I ask because I know exactly why your house didn't sell and I noticed some glaring marketing mistakes..-> That's exactly why we need to get together, when are you back on island?
- b. [NAME], LEVEL WITH ME, Are you choosing them because they are the best?
- c. You plan to list w/ the same agent.. Can I share with you what makes me nervous about that? *Extremely nervous* , I know that the average time to sell a home is X days, and your property was for sale for X days. That agent should have sold that property x times over but it didn't sell once. So why don't we get together for 5 minutes and find out EXactly how to get it sold for for top dollar. Is that worth a second opinion?
- d. You've been on the market for 100 days. What is THAT Agent going to do differently this time, than what they did last time? And why are they waiting until now to do it?
- e. Spending the better part of a year on the market and not selling is extremely frustrating... and I think you guys owe it to yourselves to at least listen to a different approach. How about this? Let's lock down 10 minutes @ 4 PM If you like what you hear, great. If you don't, you don't have to move forward but at least this way you can listen to a different approach -- does that sound good?
- f. Ya know NAME, I can appreciate the loyalty... that's something I expect from all of my clients as well, and the fact of the matter is that this is a BUSINESS decision. And after 100 days...I think you really owe it to yourself to hear a different approach. And think about it like this: You gave the last agent 100 days to NOT sell the home... Can't you give me 10 minutes to show you how I can?
- g. Let me just share with you what I'm doing and I can give you a great strategy, you can give him/her my marketing and have her put it place and it wil ABSOLUTELY SELL.

5. Call my agent (Expired)

- a. Now hold on! I need to talk to you, not them! [Shock] I saw the listing they put up and we have to get together before you put this back on the market! Are you still on island? I need to meet you and see the house!

6. I changed my mind/ I changed my plans

You know I can appreciate that, if the price is good and it still makes sense, would you still consider seller? If I brought you an offer today would it sell, would you take it?

7. I'm not sure, I'm reevaluating right now

- a. How come? What Changed?

8. Are you calling just to take a listing?

- a. No I'm calling to get this sold. I wanted to see if you are still on island and I can come see the property and meet you?
9. **I have to talk to one more agent this time and make sure im making the right decision.. (Off Island)**
 - a. Well today is your lucky day, I'm serious, I've sold more homes like this one than anyone else. I need to get inside and get you a second opinion on that.
10. **That is none of your business (Calling expired)**
 - a. Your right it's not and trust me i'm not one to care about other peoples business, but I do sell a lot of homes here and I needed to find out if its still for sale because if it is you had a messed up listing and I needed to let you know.
11. **How did you get my phone number**
 - a. White pages. -> Repeat same question on list.
12. **We rented it out.**
 - a. Okay, is the tenant already in there? So you are trying to rent it?
13. **We are not in a hurry**
 - a. Great, I need to see it for myself. When are you free?
14. **We want to wait until next year to sell it for more?**
 - a. Okay, what happens next year?
15. **Wait for the market to go up/get better**
 - a. How much more do you need to net from this? Where do you plan to go once it does sell?
16. **I'm too busy for appt.**
 - a. **Ignore this, push for the close, OR Say something like "We are all busy, I'll save you some time so you don't have to worry about this house anymore"**
17. **Call me back later**
 - a. Okay, when? Will you be home [Appointment time?]
18. **[Att appointment] Will you cut your commissions, other agents will/ We don't like this commission. I'm not paying 6% to sell a house....**

You know what, I understand what you are saying. Now the reality is, when you see the value in what I bring to you on the extra 2%, not only in terms of marketing but also getting you the highest price for your home. You're going to say oh my gosh I should have done this before. So let me show you here, first of all, let me ask you a question, if you knew that you are saving 1% or maybe 2% on the commission but you were leaving 5% on the table, so you are actually losing 3% and 3% on our sales price is \$XXXX. My understanding is, many people think in the beginning about price or cost. What I want you to think is your Return on your Investment. When you invest in someone like me or when you hire someone like me you are not only going to get the best marketing, the best exposure and you're going to get my top negotiation skills. I can guarantee you Mr.Seller that when you list with me I will get you the highest price on the market. I will not leave any money on the

table.. You know what concerns me very much when you're so preoccupied with the commission, because I don't want you to save 1% or 2% on the commission, but because the people that you hire are very weak in negotiating or maybe they don't know how to negotiate or maybe they don't have the right skills what happen is you might save 1 percent or 2 percent on commission BUT they might leave 8, 7, 5 percent on the table, even 10 percent on the table. 10 percent that is 60 thousand dollars. So are willing to take the risk, because i don't think you should. (BRING PAIN)

You have heard this before Mr.Seller. You get what you pay for. This person has tried to sell your home before.

Did you ask him to cut the commission or did they just come up and offer.

What is more important the commission you pay or your net?

19. [At appointment] I want to find a house before I put mine on the market

- a. Okay, so you can afford to have two mortgages at once? Or do we have to sell this first?

20. We will sell it ourselves and pay 3% to the other agent that sells it.

- a. That's generous. So really you are trying to do it yourself to save the other 3%? Level with me, is it about the money or do you like selling real estate? If you could just sell it for 3% more and have someone handle the whole sale would you?

21. We're going to try it on our own for a while fsbo.

- a. [On phone] Wo wo wo, THAT IS THE LAST THING YOU WANT TO DO! Before
- b. I can appreciate that ... and let me ask you a question ... if I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it with your home?
- c. I can certainly appreciate you want to do everything it takes to get your home sold. But that may not be the best option can I share with you why? Well in this market there are so many buyers and all of the real ones are already working with the agents showing the hot properties and buyers that want to get into a home. The only real buyers looking for FSBO's are investors that are looking to pay you pennies on the dollar. So really so many people get lost in the shuffle of FSBO and end up losing a lot of money. So would it make sense for me to show you how I can actually get your home sold this time around with a proven plan, can I stop by for 5-10 minutes and share that with you, if you don't want to sell that's fine, but at least you get a second approach and you can have a different opinion this time around.
- d. You know what I can understand that what most agents are bringing to the table nowadays I'm not surprised you're under the conclusion you could sell it on your own. Truth be told most agents do, what I refer to as the three P's to get a property sold -- They Put up a sign, Posted some pictures on MLS and they Pray for 6 months that some other agent is going to come in and bring in a buyer. And let me be the one to tell you, They are not doing much different than what you could do for yourself. So I'm not surprised that you have made

the decision to do this and try to sell the home yourself. But you know what it is a full-time gig and I think a different approach needs to happen and in about 3 - 4 weeks your gonna get burnt out with the process and you're gonna decide to list the home and let me tell you this: At a weak moment don't make the decision to work with a weak agent. I think we need to set a meeting for 30 minutes. Have I an opening tomorrow @ 4 pm or at Thurs @ 5 pm which one of those time frames works better for you?

22. **You agents are all the same**

- a. Your right, 99% of them are awful. I'm that 1%. When are you free?

Expired Phrases

- If I was on the market for X number of days I would want a break to. (Rapport)
- I'm not saying i'm going to list your home. If it's something I know I can sell i'll let you know, if not I won't waste your time and have you sit on the market for 6 months.
- At what price would you become a seller?
- If the price is really good, you probably want to know and you would be interested wouldn't you?
- I'm sure you were surprised to see it didn't sell. I know I was.
- Looks like a great property, hard to believe that didn't sell, especially in this market?

-Closes

- If what I say is not right and day different from what your last agent was doing, I don't expect you to sell your home with me.
- Let's do this, before we commit to taking it off the market permanently let's sit down for 15 minutes and find out exactly what stopped your home from selling.
- Before we do anything let me check out the property and provide you a net sheet so we know exactly what will go in your pocket after we sell. THEN we can make a decision. Because it's pretty hard to make a decision before know all the numbers right?
- **You know, the pictures online didn't do it justice can I at least stop by and you can give me the grand tour?**
- If you felt absolutely confident... that you could sell your home now.. Would you sell it? Let's meet so I can show you exactly how confident I am that I can sell it for you now! (Summit Book)
- If you knew, absolutely without a doubt that I can get your home sold, would you do business business with me? for the highest price get you done on your would you do business with me today?
- Let's just meet for 15 minutes... when you see my aggressive proven plan ... if it makes sense... we sell ... and if it doesn't, it was just 15 minutes ... sound good?
- [ALTERNATE CLOSE]
- So, is the only thing stopping you from getting to your next destination and enjoying everything that has to offer, the sale of this house?
- Well let's do this before you commit to keeping the house off the market for the next _____ days, potentially leaving money on the table. Let's get together it will only take 20 minutes and I can show you not only how I'm different from other agents, but how I can make your

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home different from other listings on the market. And ultimately get your home sold instead of sit on the market.

- I have a track record with helping families just like yours - listing i've helped 3 families the that were in the exact same position, I'll show you exactly how I've helped them achieve success through our process.
- I can come by today at ___ or tomorrow at _____. Whichever is better for you and your family?
- My team specializes in properties that failed to sell the first time around. Let's do this, i'd like to stop by for 5 minutes and find out exactly what stopped the property from selling and see if I can help.
- I'll stop by

ACTUAL SCRIPT

I'm calling for [NAME]. Oh good, This is Devin Tryan with Keller Williams, first off want to apologize i'm sure your getting a lot of phone calls. I'm actually calling because I wanted to see if the property at [BLANK] is still for sale?

When do you plan to relist that I see it's off the market?

What happened?

Is that why you were on the market for 6 months and it didn't sell. I'm glad you noticed it

Let me tell you, there are another 150 sellers doing the same thing. A lot of people that have the same thought process. I want to let you know when you go back and have a lot

If I could show you how I could get your home on the market and i apologize 6 months long, when I show you what i'm doing you'll see how different I am.