

# EXPIRED LISTINGS

INSIGHTS FROM OVER \$3 BILLION IN REAL ESTATE SALES

Thousands of Expired/Cancelled Listed and Sold

3,500 Families Served

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ELITE RETREAT 2025

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# **A Consistent Path to Real Estate Success through Expired & Cancelled Listings**

# Key Focus Goal Foundation

Introduction

## **01. Key Focus**

Consistency, Simplicity, and Execution

## **02. Goal**

Set and attend 1-2 qualified listing appointments daily

## **03. Foundation**

Persistence, actionable strategies, and delegation of non-core tasks

# Tech Stack – Power in Numbers

Prospecting and Dialing Systems Overview – Maximizing Efficiency and Conversion Rates

1

Google Number

2

Mojo

3

Vulcan

4

Cole Realty

5

Enzo

6

Follow up  
Boss

# Expired, Canceled, and Withdrawn Data

Data Sourcing

**Vulcan 7**

- Reliable And comprehensive Data
- Industry Leading resource for expired, canceled and withdrawn listings



# Dialer Systems Overview

Systems we use - MOJO

## MojoSells

(Triple Line Dialer)

### Primary Use Cases:

- Expired Listings
- Circle Prospecting
- Center of Influence (COI)

### Best Practices

- Use 10-15 unique caller IDs to avoid spam flags
- Rotate every 45 min

### Pros:

- Highly Targeted outreach
- Seamless workflow integration

### Cons:

- Contact rate per hour is lower compared to other systems

# Dialer Systems Overview

Systems we use - ENZO

## Enzo Dialing System

15 Line Dialer

### Primary Use Cases:

- Expired Listings
- Canceled Listings
- Withdrawn Listings
- Circle Prospecting

### Data Sources:

- Vulcan 7
- Title Records
- Versium Analytics

### Pros:

- Superior Contact-per-hour ratio
- Ideal for scaling outreach efforts

### Cons:

- Less targeted than Mojo for personalized campaigns



# Follow Up Boss

## Why Use FUB?

- Centralized Database for all client interactions
- Advanced follow-up automation tools
- Maintains and grows client relationships through personalized touchpoints

# Process Integration

Maximizing Efficiency

- **Seamless integration of:**
  - Data (Vulcan 7, Title Records, Versium Analytics)
  - Dialing Systems (Mojo & Enzo)
  - Follow up processes (FUB)

**GOAL:** Maximize efficiency and conversion rates across all prospecting efforts

# Core Principles



## Keep it Simple

Have a clear goal for every prospecting session – set 1-2 qualified listing appointments

Always Prequalify to assess motivation



## Act Fast

Schedule appointments for the same day or the next to minimize cancellations



## Focus on Core Activities

Prospecting, Lead Follow-Up, Prequalifying, Presenting, Negotiating



## Delegation

Delegate transaction – related tasks to your assistant.

# My Streamlined Role

Focus on the 5 KEY Tasks

1 Prospecting

4 Presenting

2 Lead Follow Up

5 Negotiating

3 Prequalifying



# Delegation of Tasks:

All other transaction related responsibilities (client communication, coordinating inspections, appraisals, termite reports, and managing paperwork – are all delegated to my assistant.

This system allows me to focus on achieving my personal goals while mentoring my team. I support their development by accompanying them on presentations and teaching them to master these core activities.

# Sample Daily Schedule

## Monday - Friday

### Morning:

6:00 AM: Wake up & Work Out

7:00 AM: Script Practice & Mindset Prep

7:30-11:30AM: Prospecting (Goal to set 1-2 appointment)

### Midday:

11:30 AM – 1:00PM: Admin work with assistant

1:00 PM-3:00 PM: Lunch & Mindset Reset

### Afternoon:

3:00- 7:00PM: Attend listing appointments or prospect

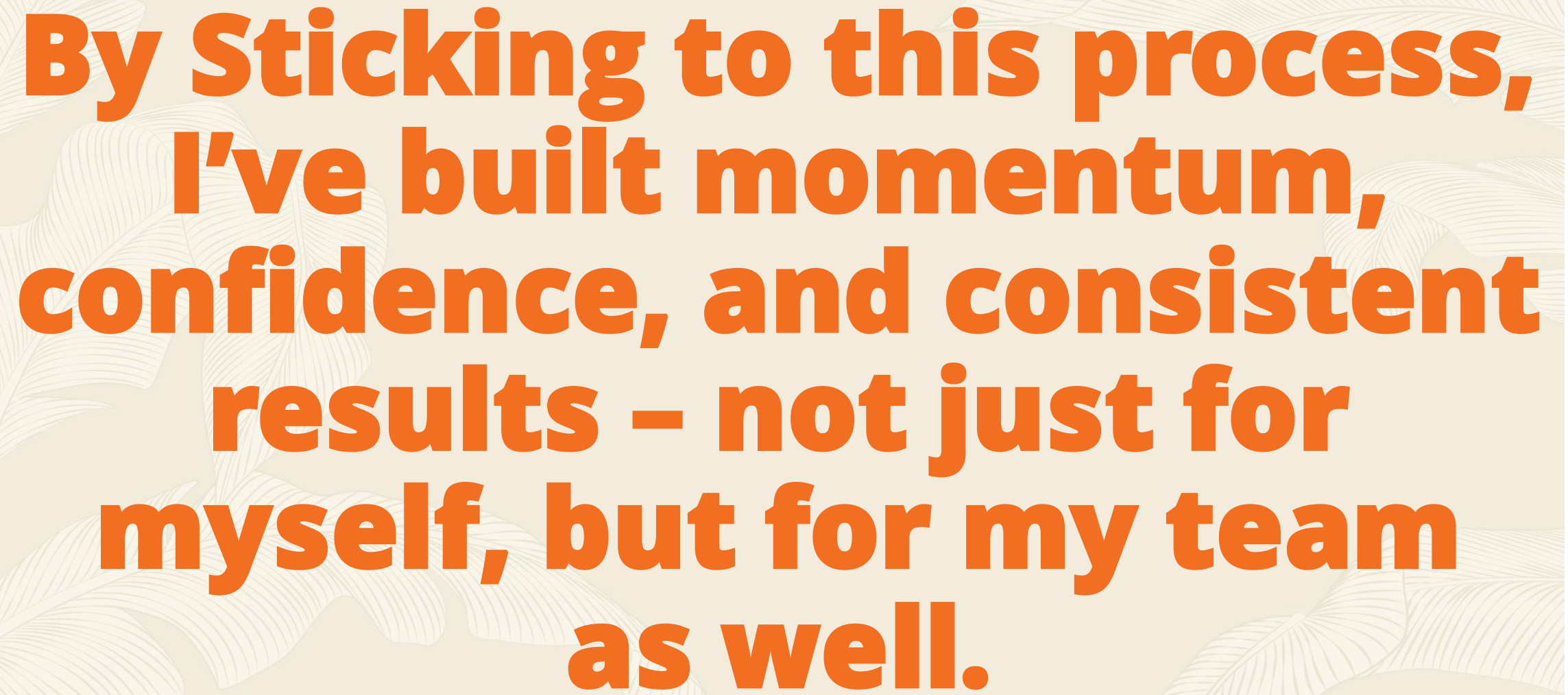


# Sample Weekend Schedule

## Saturday & Sunday

8:30 – 10:00AM: Prospecting & Lead Follow up

9:00AM – 12:00PM Listing Appointments As Needed

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**By Sticking to this process,  
I've built momentum,  
confidence, and consistent  
results – not just for  
myself, but for my team  
as well.**

# Prospecting Plan

## Call Strategies

### New Expireds:

Call immediately after hitting the market, ideally before 7:30AM

### Old Expireds:

Focus on listings expired 3-12 months ago; present fresh strategies

### Follow Ups:

Concentrate on leads generated within two weeks

### COI

Call daily, provide value, and ask for referrals.

### Daily Metrics:

30-50 Quality Conversations

**Goal: Set 1-2 qualified appointments a day**

# Tracking Your Numbers

Weekly Review of Data

Your review at the end of each week should include the following questions:

- How many appointments were set?
- How many were attended?
- How many listings were signed?
- What adjustments can you improve on next week?



# Primary Focus Areas

1

Increase Prospecting Volume and Efficiency

2

Expand and Engage COI Database

3

Refine Presentation & Client Communication Skills

# Sample Yearly Production

## Eric's Numbers

**150-180**

**Appointments Attended**

**105-126**

**Listings Signed**  
~ 70% Conversion

**73-88**

**Listings Sold**  
~ 70% of Signed Listings



# Mindset Maintenance

## Focus on the daily win:

Set 1-2 appointments daily

## Celebrate Small Wins:

Acknowledge progress and strong conversations

## Practice Daily:

30 Minutes refining scripts & objection handling

# The No-Frills Approach to Success

## Key Takeaways & Final Message

- Simplicity and focus are the foundation of success.
- Consistently prioritize prospecting, prequalifying, and setting appointments
- Commit to the basics with urgency, and you can go from striving to thriving in real estate.



# Thank you!

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