



The Ultimate Expired Script Book





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EXPIRED LISTINGS

Reconnect. Reframe. Win the appointment.

Expired listings are a second chance for sellers, and for you. These scripts help you re-engage, address past frustrations, and position yourself as the better choice.

Script Variations:

1

Re-Engage the Owner

Open with curiosity and steer toward their original motivation to sell.

2

Break the Pattern

Use fresh insights and empathy to stand out from other agents.

3

Follow-Up Conversations

Keep the door open with value-driven check-ins until they're ready.

Step 1

EXPIRED LISTING: RE-ENGAGE THE OWNER AND WIN A PREVIEW VISIT

Use this script when calling expired listings to re-engage the homeowner and uncover their motivation so you can confidently book a listing appointment.

Opens with curiosity and clarity- acknowledging the expired status while steering toward their original motivation.

Hi, is this [Client's Name]?

Hi [Client's Name], my name is [Your Name] and I'm with [Your Real Estate Agency]. I noticed your home is no longer on the market, and I wanted to see: Is it still an important goal for you to get the home sold?

IF YES:

Great! Let's set a time to review our proven plan to get homes sold. We have [Day & Time] or [Day & time] Which time works better for you?

IF NO / MAYBE / DON'T KNOW:

I can certainly understand. It may be a difficult decision after what you just experienced. Let me ask you a few questions to help clarify your next steps:

Uses a confident, assumptive close with limited options to streamline decision-making.

Reconnects them with their original motivation.

**If you had sold the home, where were you planning to move?
Is that still your goal?**

How soon did you need to be in _____?

Invites them to express pain points.

What do you feel stopped your home from selling?

Has anyone evaluated your previous time on the market and explained why your home didn't sell?

Frames the next step as helpful and logical, reducing resistance to meeting.

[Client's Name], would a proven plan to successfully sell your home help you make the best decision moving forward?

CLOSING

Keeps the commitment small and time-specific to lower friction.

Perfect! Let's set a time to meet for 15-20 minutes so you can see exactly what it will take to get your home sold. We have [Day & Time] or [Day & time]. Which time works better for you?

Step 2

EXPIRED LISTING: BREAK THE PATTERN AND SCHEDULE A STRATEGY SESSION

Use this script to re-engage expired listings by combining pattern interrupts, motivation questions, and empathy to earn a short strategy meeting.

Option 1:

Hi, is this [Client's Name]? I'm [Your Name] at [Your Real Estate Agency]... I realize this call is unexpected, but I was surprised to see your home didn't sell. So I took the liberty to do a little research and identified [X] things online and in the MLS that could have been the issue. But I'm getting way ahead of myself! If you received a great offer yesterday, did you still want to sell the home or had you already given up?

Option 2:

Hi, this is [Your Name] with [Your Real Estate Agency]. I noticed your home came off the market recently, and I'm reaching out because I specialize in helping homeowners like you sell quickly and at the best price. Can you tell me a bit about your experience with your previous agent?

Pattern Interrupts:

If I brought you a full-price, all-cash offer yesterday... would you have accepted it?

If you liked the offer, where were you planning to move once it closed?

Why [Location]?

I know this call is unexpected, but I just have a quick question about your home.

Motivation Questions:

Where were you planning to move when you listed your home?

What do you think prevented your home from selling?

Empathy Script:

I completely understand how you feel; many of my clients felt the same way until we worked together.

Closing for the Appointment:

Would it be worth 15 minutes for me to show you the four biggest marketing mistakes I uncovered?

If I could show you a proven plan to get your home sold quickly and for the best price, would it be worth a quick 15-minute meeting?

Step 3

EXPIRED FOLLOW-UP: RE-IGNITE MOTIVATION AND SOFTLY SET A MEETING

Use this script when following up on older expired listings to uncover motivation, and offer value with either a soft close or full appointment.

Casual opening lowers resistance and invites an easy update.

Hi, my name is [Your Name], and I'm with [Your Real Estate Agency]. I was going through some old files and noticed that your home was for sale a while ago. I was wondering, did it sell or is it still available?

→ **IF THEY SAY "WE SOLD IT":**

Ok, that's great! What area did you move to?

→ **IF IN-STATE:**

Creates a referral or future lead opportunity while offering a relevant service.

Can I have an agent reach out to update your home's value in the current market?

→ **IF OUTSIDE THE STATE:**

That sounds nice – I'm glad to hear you reached your goals! (Wish them well and end the call.)

Opens the motivation conversation by revisiting their original plans.

→ **IF THEY SAY "IT DIDN'T SELL":**

I'm so sorry to hear that. If you had sold this home, where would you have gone next? Is that still your goal? When would you like to be there?

[Client's Name], when it was on the market, what do you think stopped your home from selling? Has anyone reviewed your previous time on the market and explained why it didn't sell? [Client's Name], would a proven plan to successfully sell your home help you make the best decision moving forward?

Uses a soft pre-frame and assumptive close to secure the appointment without pressure.

CLOSING

→ **IF THEY SHOW INTEREST DURING THE CONVERSATION: APPPOINTMENT CLOSE**

How about we do this: let's meet for 15-20 minutes so you can see what it will take to sell your home. We have [Day & Time] or [Day & time]. Which works better for you?

→ **IF THEY DON'T WANT TO SET AN APPOINTMENT: INFORMATION CLOSE**

Getting their email builds micro-commitment and sets up a deeper conversation.

INFORMATION CLOSE

When was the last time you had an update on your home's value in the current market? I'd be happy to email it to you, and we can follow up later if you have questions. What's the best email to send this to you?

Thank you for taking the time to speak with me – have a great day!

Top Objection Handlers

"I'm re-listing with the same agent."

Challenges
loyalty gently by
prompting to
define
expectations.

Positions you as
a low-risk
second opinion.

Tests if
motivation is still
there under the
surface.

Offers value
without
attacking their
decision.

Option 1:

I understand that loyalty is important. Let me ask—your home was on the market for [X months], and the average time to sell is [Y weeks]. What's your expectation this time? Specifically, what will they deliver in round two?

Option 2:

That's great. Let me ask: your home was on the market for [X months], and it didn't sell. If there's even a small chance I could offer a fresh perspective and get it sold this time, wouldn't it be worth a 15-minute chat?

"We're not selling anymore."

Option 1:

That makes sense, especially after a stressful experience. Let me ask: if you had received an offer at your asking price, would you have taken it?

Option 2:

If selling is still in your future, even six months from now, it might be worth a quick conversation to explore how we can make the process smoother next time.

"We're going to sell it ourselves."

Option 1:

That's understandable, many people feel that way. Let me ask—when your home was on the market, did you get a lot of calls from buyers or mostly from agents?

Option 2:

If I could show you how working with me could save you time and even net you more money, would it be worth a 20-minute meeting?

Top Objection Handlers

Option 3:

That's a great approach if you have the time and expertise. Most homeowners who try selling themselves realize how much effort it takes. If I could show you a way to save time, avoid stress, and potentially make more money, would that be worth exploring?

"Another agent said they could sell it for way more."

Reframes inflated pricing as a red flag – and positions you as honest and data-driven.

[Client's Name], I could line up 1,000 agents outside your door – and every good one is looking at the same comps. We all see the same data. So if someone's quoting you a price that's way above what buyers are actually paying, I'd ask: why are they doing that? Are they not looking at the same facts?

Let me ask you this: Are you open to a weekly check-in where we review marketing results, showing feedback, and any shifts in the market?

Yes!

How does [Friday at 2 PM] or [Monday at 10 AM] work for that weekly update?

Friday at 2 PM works well.

Perfect. I'll send you a quick summary email before each call so you have time to review the data. Sound good?



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