

# The Expired Listing Playbook

Your Strategic Blueprint for Relisting  
and Closing Successfully



# Introduction

Let me be real with you—expired listings are the greatest untapped opportunity in real estate. Why? Because these homeowners are already motivated; they wanted to sell, but something fell short.

The hard truth? Most expired listings fail due to:

1. **Unrealistic pricing**
2. **Inadequate marketing**
3. **Poor presentation**

But here's the mindset shift: An expired listing isn't a failure. It's a second chance to succeed. The sellers still need results—and YOU are the solution they've been waiting for.

Why Expired Listings are GOLD

**30-50% Relist:** A huge percentage of expired listings relist and sell—with the right approach.


**Highly Motivated Sellers:** These homeowners don't want to hear promises; they want proven strategies.

**Trust Already Exists:** They know what an agent does—they just need someone better to execute.

Here's what separates the agents who dominate expired listings: mindset, systems, marketing, and practice. Success is a discipline—it's not luck, and it's not magic. It's about showing up every day with:

- The right mindset to overcome rejection and objections.
- A proven system to target, engage, and convert.
- Clear, value-driven marketing that speaks to sellers' frustrations.
- Relentless practice to refine your scripts, tone, and follow-up.

This playbook lays it all out for you: step-by-step strategies, proven scripts, and systems to make expired listings your consistent source of success.

A stylized, handwritten signature in black ink, appearing to read 'Tom' followed by a large, sweeping flourish.

# Blueprint Overview

This step-by-step system ensures you engage expired sellers with **empathy, expertise, and consistency**:

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# Step 1: Identify and Prioritize Leads

## ***"The Foundation of Success"***

**Pull Data:** Use your MLS to extract expired listings.

### Segment Leads:

- **High Priority:** Overpriced homes, poor marketing.
- **Medium Priority:** Expired in slow market periods.
- **Low Priority:** Unique seller issues (e.g., didn't negotiate).

## Organize Leads:

Use tags in your CRM: *New Expired, Follow-Up, Hot Lead.*

Notes:

[illegible]

# Step 2: Initial Outreach – First 7 Days

## ***"Be Timely, Empathetic, and Value-Focused"***

The first seven days of outreach are critical for building rapport, capturing interest, and setting the tone for a successful client relationship. Research indicates that timely follow-ups and consistent communication within this window significantly improve response rates and engagement.

### **Key Data Points**

#### **Speed to Contact Matters**

- 78% of potential clients work with the first person to reach out.
- Following up within the first hour increases lead conversion by up to 391%.

#### **Multiple Touchpoints Drive Engagement**

- Prospects require an average of 5-7 touchpoints to respond to initial outreach.
- Using multiple channels (calls, emails, social media (change this to texts)) increases response rates by 35%.

#### **Consistency Is Key**

- Outreach spread over the first 7 days—a mix of personalized messages and calls—achieves a 3x higher chance of conversion compared to sporadic efforts.

### **Initiate Outreach in the First 7 Days**

This 7-day plan incorporates calls, texts, emails, and letters to create multiple touchpoints with prospects. Each day focuses on a specific goal: building rapport, addressing objections, and demonstrating value.

## **Day 1: Initial Call & Follow-Up Text**

### **Initial Call (Option 1):**

#### *Script:*

"Hi, is this [Name]? I'm [Your Name] at [Your Brokerage]. I noticed your home recently came off the market. I took the liberty to research what might have gone wrong. If you had received a great offer yesterday, would you still want to sell?"

If they respond positively, ask:

"Would it be worth just 12 minutes to allow me to show you the 4 biggest mistakes I discovered in the marketing?"

**Objection Handling:** Use provided scripts based on their responses.

### **Follow-Up Text:**

"Hi [Name], this is [Your Name]. Thanks for your time today! I'd love to show you how I can help sell your home quickly and for top dollar. Let me know when we can chat more. [Your Phone Number]"

### **Email (Optional):**

Send **Letter #1:** *"The Frustration of an Unsold Home."*

## Day 2: Personalized Video Message

### Video Message Script:

Example:

"Hi [Name], it was great speaking with you yesterday. After reviewing your home's MLS listing, I identified a few areas where we could make a difference. I'd love the chance to share my proven strategy for selling homes quickly. Let me know if you're open to chatting!"

### Follow-Up Text:

"Hi [Name], I just sent over a quick video message. Let me know if you received it! I'm confident we can get your home sold this time around."

Notes:

[illegible]

## Day 3: Follow-Up Call & Text

### Follow-Up Call (Option 2):

*Script:*

"Hi [Name], this is [Your Name]. I specialize in helping homeowners like you successfully sell their properties. Could you tell me a bit about your experience with your previous agent?"

### Follow-Up Text:

“Hi [Name], following up on my call earlier. I’d love the opportunity to chat about how I can help you sell your home quickly and for top dollar. When’s a good time to connect?”

Notes:

[illegible]



## Day 4: Value-Focused Email

**Email:**

Share a testimonial or success story:

- *Subject Line:* “A Strategy That Gets Homes Sold”
- Include details from **Send letter #3** (customized for this stage).

**Follow-Up Text:**

"Hi [Name], just sent you an email with some insights into how I've helped other homeowners like you. Let me know if you'd like to discuss further."

Notes:

[illegible]

**Day 5: Social Proof**

**Text:**

"Hi [Name], did you know that 78% of homeowners work with the first agent to reach out? I'd love to share a proven strategy to get your home sold for the best price. Let's connect!"

**Call (if not reached previously):**

*Script:*

"Hi [Name], I noticed you may still be considering selling your home. I've reviewed your listing and have a few ideas to help you get top dollar this time. Can we schedule 15 minutes to chat?"

**Notes:**

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## Day 6: Market Insights Email

**Email:**

Send **letter #2**: *"The Biggest Mistake Expired Listings Make."*

**Follow-Up Text:**

"Hi [Name], I just sent over some tips on avoiding the common pitfalls of relisting your home. Let me know if you have any questions!"

Notes:

[illegible]

## Day 7: Closing for Appointment

### Call:

#### *Script:*

"Hi [Name], this is [Your Name]. I've reached out a few times because I'm confident my strategy can help sell your home quickly and for top dollar. Let's set up a time for me to show you how I'd make that happen."

### Follow-Up Text:

"Hi [Name], I'd love to schedule a time to show you my strategy for selling your home quickly. What day works best for you this week?"

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## Tips for Success:

- **Be Persistent:** Continue following up every 3-5 days if there's no response.
- **Track Responses:** Use a CRM to log interactions and tailor follow-ups based on their feedback.
- **Stay Empathetic:** Acknowledge their frustrations and position yourself as a solution provider, not just another agent.

This 7-day strategy provides a structured approach to engage and convert expired listings into clients.

# Step 3: Deliver a Value-Driven Presentation

Once you engage the homeowner, focus on providing value and positioning yourself as the expert who can solve their specific challenges.

## 1. Address Why the Listing Expired

Present a detailed **Property Analysis**:

- Was the price aligned with market conditions?
- Were marketing assets (photography, staging, virtual tours) utilized effectively?

## 2. Share a Clear, Tangible Plan

**Pricing Adjustments:** Use a Comparative Market Analysis (CMA) to set realistic expectations.

**Enhanced Marketing Plan:**

- Professional photography, video walkthroughs, and virtual tours.
- Online and social media campaigns for greater exposure.
- Presentation Improvements: Offer staging solutions or ideas to maximize the property's appeal.

## 3. Showcase Results and Expertise

Share success stories of previous expired listings you've sold.

**Use data-backed proof points:**

- "Homes with targeted online exposure receive 87% more views."
- "By addressing pricing and marketing gaps, I helped my last expired client sell in 21 days."

# Step 4: Follow-Up with a Systematic Plan

Expired homeowners often receive multiple calls; consistent follow-up separates you from competitors.

## **Day 8-30: Follow-Up Schedule**

### **Weekly Calls:**

Continue with empathy-driven calls to keep the conversation warm.

### **Emails/Texts:**

Provide additional value (e.g., updated market reports, examples of homes sold in their area).

### **Content-Driven Mailers:**

Send value-packed pieces like:

- “Top 3 Reasons Listings Don’t Sell—and How to Fix Them.”
- “Proven Marketing Strategies to Get Your Home Sold Faster.”

### **Automated Reminders:**

Use your CRM to set reminders for follow-ups and track progress.

# Step 5: Build Trust and Close the Deal

## Offer a no-obligation consultation:

- Position this as a **"fresh start" strategy session** to reset their selling experience.

## Use a collaborative tone:

- "Let's make the adjustments needed to position your home as the top choice for buyers."

## Reinforce urgency if the market is heating up:

- "Inventory is low right now, and buyer demand is increasing—this could be the perfect time to relist."

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## Why This Strategy Works

- **Timely Engagement:** Homeowners are most receptive within the first 7-14 days after their listing expires.
- **Value-First Approach:** Sellers appreciate actionable solutions over hard sales tactics.
- **Consistent Follow-Up:** Persistence shows professionalism and commitment.
- **Market Intelligence:** Data-backed insights build credibility and confidence.

# Scripts:

## Conversation Starters, Advanced Objection Handlers, and Follow-Ups

### Conversation Starters

#### Initial Call Dialogues:

##### Option 1:

"Hi, is this (name). I'm (name) at (name)... I know you weren't expecting my call... but i was... surprised to see that 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 Brokerage]. I noticed your home came off the market recently, and I'm reaching out because I specialize in helping homeowners like you sell their properties quickly and at the best price. Can you tell me a bit about your experience with your previous agent?"

#### Pattern Interrupt:

- "If I brought you a full price, all cash offer yesterday... would you have accepted it?"
- If you like the offer, when the transaction closed, where did you plan to move to?"
- "Why (x)?"
- "I know this call is unexpected, but I just have a quick question about your home."



# Scripts:

## Conversation Starters, Advanced Objection Handlers, and Follow-Ups

### **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 Appointment:**

- "Would it be worth just 12 minutes to allow me to show you the 4 biggest mistakes I discovered in the marketing?"
- "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?"

# Scripts:

Conversation Starters, Advanced Objection Handlers, and Follow-Ups

## Advanced Objection Handling

### **Objection: "I'm re-listing with the same agent."**

#### 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 2?"

#### 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?"

### **Objection: "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."

# Scripts:

Conversation Starters, Advanced Objection Handlers, and Follow-Ups

## Advanced Objection Handling

**Objection: "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?"

Option 3:

"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?"

# Scripts:

Conversation Starters, Advanced Objection Handlers, and Follow-Ups

## Follow-Ups

### **Personalized Video Message:**

"Hi [Homeowner's Name], it was great speaking with you earlier. I'm confident we can get your home sold this time, and I'm looking forward to discussing our strategy in detail."

### **Email and Direct Mail:**

Share testimonials, market analysis, and a marketing plan.

### **Persistence:**

Follow up every 3-5 days until the appointment is scheduled.

# The Expired Listing Letters

## Letter #1: The Frustration of an Unsold Home

**Subject Line:** Frustrated with Your Home Not Selling?

**Body:**

Now that your home didn't sell, you've probably had a wave of agents promising, *"I can get it sold!"*

You've heard it before—and you're not buying it.

At this point, you're frustrated, disappointed, and likely annoyed because your phone hasn't stopped ringing.

Here's what I know: if a home doesn't sell, it's usually for one of three reasons:

1. **The price didn't reflect the market.**
2. **It didn't get enough exposure.**
3. **It wasn't presented to buyers effectively.**

If you believe it's because of #1, the solution is simple: lower the price.

But if you believe it's #2 or #3, that's where I can help.

I've reviewed your home's listing on the MLS, and there are six critical marketing tactics that were missing. If we address these, I'm confident we can position your home to sell for its full potential value.

Let's have a conversation about what went wrong and how we can fix it.

Even if you're not ready to relist, I'd love to share what I've learned to help you avoid this frustration again.

**Call or text me anytime at [555-555-5555].**

Sincerely,

[ Your Full Name ]

[ Your Phone Number ]

[ Your Real Estate Brand/Tagline ]

*Credit: ListingLeads.com*

# The Expired Listing Letters

## Letter #2: The Biggest Mistake Expired Listings Make

**Subject Line:** The #1 Mistake Expired Listings Make

**Body:**

What's the worst thing you can do when your home doesn't sell the first time?

**Relist it at the same price.**

Here's why:

- Of the homes that relist, **only ~14% sell** at the same price.
- **~54% of homes sell at a lower price.**
- But here's the good news: **~31% sell for MORE** than their original asking price.

The takeaway? It's not just the price—**it's the strategy.**

If this is the first time you've heard advice like this, we should talk.

I specialize in building creative strategies that help sellers avoid the frustration of a failed listing—and I'd love to share what I'd recommend for your home.

**Call or text me at [555-555-5555]** to discuss how we can get it right this time.

Sincerely,

[Your Full Name]

[Your Phone Number]

[Your Real Estate Brand/Tagline]

*Credit: ListingLeads.com*

# The Expired Listing Letters

## Letter #3: Persistence and Proven Results

**Subject Line:** A Strategy That Gets Homes Sold

**Body:**

Your home deserves to sell—and I know how to make that happen.

Just last month, I helped a homeowner in a similar situation. Their home had been on the market for **90 days without a single offer**.

After implementing my marketing strategy:

- We secured a buyer in **just 21 days**.
- We sold the home for **\$20,000 above the original asking price**.

Persistence is everything. That's why you've likely noticed my calls, emails, and letters.

It's not just follow-up—it's a reflection of **how hard I work for my clients**.

If you're open to the idea of a new approach, let's talk.

I'd love to walk you through the plan I'd use to sell your home quickly and for top dollar.

**Call or text me at [555-555-5555].**

Sincerely,  
[ Your Full Name ]  
[ Your Phone Number ]  
[ Your Real Estate Brand/Tagline ]

**P.S.** Even if we don't work together, I can share a few suggestions to help you stand out in today's competitive market.

*Credit: ListingLeads.com*

# Expired TRACKING SYSTEM:

## Expired Listings Tracking System Structure

### Column Breakdown

Column Title	Purpose
Date Added	Date the expired lead was added to your system.
Homeowner Name	Name of the homeowner.
Property Address	Address of the expired listing.
Phone Number(s)	Contact numbers for the homeowner.
Email Address	Email address for email outreach.
Date Last Listed	Date the home came off the market.
Days on Market (DOM)	Number of days the property was on the market.
Listing Price	Number of days the property was on the market.
Reason for Selling	Homeowner's motivation (from initial call).
Objections Noted	Common objections (e.g., staying with same agent, FSB0, not selling).
Call Attempts	Number of call attempts.
Text Sent	Y/N indicator if a follow-up text was sent.
Email Sent	Y/N indicator if follow-up emails were sent.
Letter Sent	Y/N indicator for letters (e.g., Day 1, Day 6, Day 10 letters).
Video Sent	Y/N for personalized video messages.
Response Status	Current status (e.g., Contacted, Appointment Set, No Response, Follow-Up).
Appointment Date	Date of scheduled listing appointment (if any).
Follow-Up Notes	Log details of conversations and objections for follow-up strategy.



## How to Use the Tracking System

### 1. Input New Expired Leads:

- Add new expired listings daily or weekly.
- Include property details, contact info, and listing history.

### 2. Track Outreach Touchpoints:

- Log every action: calls, texts, emails, letters, and videos.
- Use Y/N indicators or a tally (e.g., Call Attempts = 2).

### 3. Log Conversations and Objections:

- Under Follow-Up Notes, document homeowner feedback or objections.
- Example: “They’re thinking of FSB0—follow up with an email about benefits of listing with me.”

### 4. Color Code Status (Optional):

- Green: Appointment Set
- Yellow: Follow-Up Needed
- Red: No Response or Not Interested

### 5. Weekly Review:

- Identify homeowners needing follow-up.
- Monitor progress toward appointments and listings.

## Automating the Tracking System

If you use a CRM (e.g., Follow Up Boss, LionDesk, or BoomTown), you can:

- Create automated follow-up workflows.
- Set reminders for calls, texts, and emails.
- Add notes and track lead engagement metrics.

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## Key Metrics to Track

1. Number of Expired Leads Contacted Weekly
2. Response Rate (calls answered, texts replied to)
3. Appointments Set
4. Conversion Rate (appointments → listings)
5. Touchpoints per Lead (track average number of follow-ups needed)

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This system keeps you organized, ensures no lead slips through the cracks, and allows you to fine-tune your outreach strategy based on data. Let me know if you'd like a template to get started!

## Sample:

**Coaching clients: Download the tracker in illūm to get started!**

## Expired Listings Tracking Log

[illegible]

## Success Comes Down to Consistency

You don't win by making one call. You win by showing up, following up, and building trust. **Consistency is your superpower.** The agents who dominate expirers don't stop after one rejection; they dig in, show value, and close with confidence.

Turn this blueprint into action, and watch your business explode.

Notes:

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