



**My Town Gurus**

No One Knows Your Town Like A Guru

**MyTownGurus.com**

## **My Town Gurus 7 in 7 Expired Program – House Visit**

### **Touch 1 Day 1: Visit Expired at their house**

Materials – Town DVD or Door Hanger

**Agent:** Hi! I saw that your house was for sale. Is it still available?

Once you are speaking to a decision maker

**Agent:** Is your house still listed for sale?

If yes:

**Seller:** Yes, it is still for sale.

**Agent:** Do you have a Realtor®?

**Seller:** I did but my listing expired

Go below

**Seller:** Yes, I am listed with \_\_\_\_

**Agent:** I am Joe Agent from ABC Realtors. I wish you luck in selling your home and will bring any buyers to see it I may find.

From above or if they answer that their home is no longer listed:

**Agent:** My name is Joe Agent from ABC Realtors. I am a little surprised your home didn't sell. Any idea what happened?

The seller may respond about how their Realtor® didn't do anything. They may be depressed that they will never sell their home.

Allow them to vent, find out what they are committed to, and get them focused on where they want to move, not that the home did not sell.

Ask to tour their home then go into your listing conversation.

If they do not allow you to tour the house or give you the listing, ask them to watch your video and then move to Touch 2.

### **Touch 2 Day 1: Mail Expired Postcard**

Materials – Expired Postcard 1 “Stop”

### **Touch 3 Day 2: Follow Up Call**



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**Agent:** Hi Mr Seller! It's Joe Agent from ABC Realtors. I was calling to say it was nice meeting you yesterday. You said you were planning to move to \_\_\_\_\_. I looked at the real estate market there and it seems like now is a great time to find a good deal on a home there.

**Seller:** I can't do anything until I sell my home here.

**Agent:** Well let's not waste any more time. Is today or tomorrow better for me to come over, explain how I will sell your home, and get your property sold? Are mornings or afternoons better for you?

**Seller:** I'm not ready yet.

Or

**Seller:** I don't know if I want to list with you

**Agent:** I know this is a big decision. But I have a really good track record of selling homes, especially in your town where I have been named the Official Real Estate Town Guru. I am so confident in my ability to sell your home that I am willing to put a guarantee in writing. You can fire me at anytime, no questions asked. This is a risk on my part, but it speaks volumes about my confidence in meeting and exceeding your expectations.

### **Touch 4 Day 2: Mail a My Town Gurus Town Postcard**

Materials – My Town Gurus Town Postcard

Handwrite on the card: I am so confident in my ability to sell your home that I am willing to put a guarantee in writing. You can fire me at anytime, no questions asked.

### **Touch 5 Day 4: Visit**

Return to the property and follow up with your preceding conversations. Ask them what they thought of the DVD (or video from the door hanger) and if they received your postcard. Speak to them again about where they are looking to move. Rekindle their dream of moving and get them to list.

### **Touch 6 Day 4: Mail "Insanity" Expired Postcard**

Mail the "Insanity" Postcard and call the prospect and tell them it was nice seeing them again. Overcome their objections to listing. Schedule the listing appointment.

### **Touch 7 Day 7: Follow Up Call or Visit**



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Return to their home or call again. Tell them the market is heating up again and you want to make sure their house is listed so they can get their property sold in the shortest amount of time for the highest possible price. **GET THE LISTING!**