



My Town Gurus

No One Knows Your Town Like A Guru

MyTownGurus.com

My Town Gurus 7 in 7 Expired Program – Phone

Touch 1 Day 1: Call Expired Listing and Mail Town DVD

Materials – Town DVD

When you have a remote owner or there is some other reason that you cannot visit the owner in person, use this 7 in 7 Expired Program using the phone. Use the IICCC technique and script from Prospecting 102.

Agent: Hi! I was calling about the house you have 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.

Schedule a time for a listing conversation.

If they do not allow you to schedule an appointment, thank them for their time and invite them to watch your town video. Then move to Touch 2.

Touch 2 Day 1: Mail Expired Postcard



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Materials – Expired Postcard

Touch 3 Day 2: Follow Up Call

Agent: Hi Mr Seller! It's Joe Agent from ABC Realtors. I was calling to say it was nice speaking to 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: Call

Call and follow up with your preceding conversations. Ask them what they thought of the DVD 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 schedule a listing conversation.

Touch 6 Day 4: Mail "Insanity" Expired Postcard



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Mail an “Insanity” expired postcard.

Touch 7 Day 7: Follow Up Call

Call the prospect 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!