



PFS 101 Activity 2 Expired Listings Scripts

Call and Postcard 1 – Day 1

Agent: Hi Mr and Mrs _____. I was calling about your property _____. Is it still available?

Seller: Yes

Agent: This is Bill Zeltman from Town Gurus Realty. I reviewed your listing and was a bit surprised that it didn't sell. Any thoughts why it didn't sell?

Seller: _____

Agent: I have a few fresh marketing ideas that I believe will get your property sold quickly and for top dollar. In fact, I am so confident in my ability to get your house sold, that I am willing to put a guarantee in writing. What days and times are you available to meet, review my plan, and show you how I will get your home sold?

Answering Machine: This is Bill Zeltman from Town Gurus Realty. I saw your property _____ expired on the MLS. I reviewed your listing and am a bit surprised it didn't sell. I specialize in slow moving homes and have a few fresh new marketing ideas that will get your house sold. In fact, I am so confident in my ability to sell your house that I am willing to put a guarantee in writing. I am also sending you a few postcards with my information and would like the opportunity to review my plan to get your house sold quickly for top dollar. Please return my call 609-412-7235, that's 609-412-7235. Again this is Bill Zeltman from Town Gurus Realty. I look forward to speaking with you.

Mail Postcard 1

Call and Postcard 2 – Day 3

Call or Answering Machine: Hi! This is Bill Zeltman from Town Gurus Realty. I am just following up on your expired listing and hope you have received the postcard I sent you. Again, I specialize in real estate in TOWN and have a fresh new marketing plan that will get your home sold quickly and for top dollar. I guarantee that I will sell your home. Let's talk! Give me a call 609-412-7235 that's 609-412-7235. Again, Bill Zeltman from Town Gurus Realty. I invite you to give me a call.

Mail Postcard 2

Call and Postcard 3 – Day 5

Call or Answering Machine: This is Bill Zeltman from Town Gurus Realty. I understand you may feel frustrated that your home didn't sell when you last had it listed. I wanted to call with good news. Many times a house doesn't sell because it wasn't marketed properly. My proprietary marketing strategy will ensure more buyers see your home and we will get your home sold quickly and for top dollar. I can and will help! Give me a call 609-412-7235 that's 609-412-7235. Again this is Bill Zeltman from Town Gurus Realty.

Send postcard 3

Call 4 – Day 30

Call or Answering Machine: Hi! This is Bill Zeltman from Town Gurus Realty. It has been about a month since your property's listing expired on MLS and I wanted to follow up with you. The market is getting busier and there are buyers looking for a house just like yours. I have a few fresh and new marketing ideas, which mixed with my proprietary marketing plan and extensive knowledge of the real estate market in _____ that will get your house sold for top dollar. Please return my call to discuss 609-412-7235 that's 609-412-7235. I look forward to speaking with you.

Call 5 – Day 90



Call or Answering Machine: Hi! This is Bill Zeltman from Town Gurus Realty. I am following up on your property listing that expired in the MLS a few months ago. We are seeing a strong buyers market and I was wondering if you are ready to get your property back on the market? I have some fresh and new marketing ideas that will get your house sold for top dollar. Please give me a call 609-412-7235, that's 609-412-7235. I look forward to speaking with you and getting your property sold.

Call 6 - Day 180

Hi! This is Bill Zeltman from Town Gurus Realty. It's been about 6 months since your property expired on the MLS and I was calling to see if you have considering listing it again. After reviewing your listing, I am surprised it didn't sell last time. But with an uptick in buyers in _____ and my proprietary marketing plan, I believe we can get it sold quickly and for top dollar. Please give me a call to discuss 609-412-7235, that's 609-412-7235.

Text 1 - Day 1

Text Message :Hi! I was surprised to see your property on MLS expired. I have a few fresh and new marketing ideas that will get your property sold. I'm so confident in my ability to sell your home that I will put a guarantee in writing. Give me a call 609-412-7235 - Bill Zeltman Town Gurus Realty TownGurusRealty.com

Text 2 - Day 2

Text Message :Just following up on your expired listing. I specialize in slow moving homes and after reviewing your listing I know we can get it sold quickly for top dollar. I am so confident in my ability to sell your house that I am willing to put a guarantee in writing. Give me a call 609-412-7235 Bill Zeltman - Town Gurus Realty - TownGurusRealty.com

Text 3 - Day 5

Text Message :This is Bill Zeltman from Town Gurus Realty. I understand you may feel frustrated that your home didn't sell when you last had it listed. I wanted to call with good news. Many times a house doesn't sell because it wasn't marketing properly. My proprietary marketing strategy will ensure more buyers see your home and we will get your home sold quickly and for top dollar. I can and will help! Give me a call 609-412-7235 - Bill Zeltman TownGurusRealty.com

Text 4 - Day 30

Text Message :Hi! It has been about a month since your property's listing expired on MLS and I wanted to follow up with you. The market is getting busier and there are buyers looking for a house just like yours. I have a few fresh and new marketing ideas, which mixed with my proprietary marketing plan and extensive knowledge of the local real estate market that will get your house sold for top dollar. Please return my call to discuss 609-412-7235 Bill Zeltman TownGurusRealty.com



Text 5 - Day 60

Text Message :Hi! I am following up on your property listing that expired in the MLS a few months ago. We are seeing a strong buyers market and I was wondering if you are ready to get your property back on the market? I have some fresh and new marketing ideas that will get your house sold for top dollar. Please give me a call 609-412-7235. I look forward to speaking with you and getting your property sold. Bill Zeltman TownGurusRealty.com

Text 6 - Day 135

Text Message :Hi! It's been about 6 months since your property expired on the MLS and I was calling to see if you have considering listing it again. After reviewing your listing, I am surprised it didn't sell last time. But with an uptick in buyers in our market, and my proprietary marketing plan, I beleive we can get it sold quickly and for top dollar. Please give me a call to discuss 609-412-7235. Bill Zeltman TownGurusRealty.com