**New Expireds Follow Up Script**

**Step 1:** Make sure you are talking to the owner.

Call and ask for the owner by their first name only:

*"Hi, is this \_\_\_\_\_?"*

**Step 2:** Go thru the Script.

*“Hey \_\_\_\_\_\_, My name is \_\_\_\_\_\_. I’m a Realtor here in \_\_\_\_\_\_\_.*

*I sent you a book that shows how to sell a home that didn’t previously sell. Did you get the book that I sent you?*

Wait for them to answer.

*I’m sure if I looked at your home, I could come up with a few ideas on some things that could be done differently with the marketing to get more buyers interested in your house… and get it sold.*

*Would you mind if I stopped by sometime and took at quick look at your home?*

Wait for them to answer.

* **If they say “Yes”,** then continue to the next step below.
* **If they say “No”, then say:** *“Are you going to be putting your home back on the market sometime in the future? (Try and determine if you should follow up.)*

**Step 3: Setup an appointment.** *“What’s a good time that I could stop by and take a quick look at the home?”*(Schedule the appointment!)