

SCRIPT FOR EXPIRED LEADS

INTRODUCTORY	<p>Hi, Is (state the client's name) available?" (Pause for a reply)</p> <p>Hi (state the client's name) my name is (state your name) with Fariba Lance - Real Estate Broker</p>
---------------------	---



DISCOVERY QUESTION	<p>I'm calling because I noticed that your home went off the market. I'm curious to know, did you take it off the market or did it not sell?</p>
---------------------------	--



SUGGESTED RESPONSE	If they took it off the market	If it didn't sell
	<p>May I ask the reason why?" (Pause for a reply)</p>	<p>Was there anything that your former agent did or did not do that caused your home to not sell? (Pause for a reply)</p>



SUGGESTED RESPONSE	If they took it off the market	If it didn't sell
	<p>So I am calling because my boss can sell your home for top dollar and make it easy for you. How does that sound?</p>	<p>I see... you have a nice home. What do you think they should have done?" (Pause for a reply)</p> <p>If the client mentioned a hint of dissatisfaction with the agent's service</p> <p>"Well, (state the name of the lead) it seems to me like someone didn't do their best to sell your home when they should have. You still want to sell it right?" (Pause for a reply)</p>



	If Yes	If No
SUGGESTED RESPONSE	<p>My Boss, Fariba, can guide you through the process of selling your home. Would you mind if I place your call on a brief hold while I try to connect you with her?</p> <p>Great! Before I transfer you to my boss, could you please confirm if xxx-xxx-xxxx is the best phone number to reach you? _____ Perfect!</p> <p>Please stay on the line for a moment while I try to reach Fariba, my boss. Thank you!</p>	<p>When do you think you'll be ready to sell? <i>(Pause for a reply)</i></p> <p>Close the call</p> <p>Thank you for sharing. If you have any questions about real estate or need advice, you may reach Fariba Lance at 408 859 9098 or log on to www.faribalance.com</p> <p>Thank you for taking my call, and have a great day!</p>



SETTING APPOINTMENT	<p style="text-align: center;">This option is <u>only available upon request</u> or if Fariba Lance is <u>not available</u></p> <hr/> <p>I'm sorry but my boss, Fariba, is not available at the moment, she must be in a meeting, but I'm sure that she would like to talk to you. How about she calls you back tomorrow? Would tomorrow at 11am work for you or would 4pm be better? _____ Perfect!</p> <p>Please expect a call from my boss on this number (<i>repeat the phone number</i>) tomorrow at (<i>state the time</i>). Look for a call from this number: 408 859 9098</p> <p>May I also have your email address, please? (<i>Repeat the Email Address</i>)</p>
----------------------------	--



CLOSING STATEMENT	<p>Thank you so much for your time, (<i>say the name of the lead</i>)! We're looking forward to working with you!</p> <p>In the meantime, if you have any questions or concerns, you may reach Fariba at 408-859-9098, Text or call is good!</p> <p>We will assist you in any way we can. Thanks again and have a great day!</p>
--------------------------	--



Note: Use this script to have a meaningful conversation with the lead

**QUALIFYING
QUESTIONS AND
ADDITIONAL HOOK
STATEMENT**

When do you plan on interviewing the right agent for the job of selling your home?
(Pause for a reply)

My boss, Fariba, is the right Broker that will sell your home fast. In fact, she guarantees to sell your home within a few weeks' time or she will pay you \$5,000 if she doesn't sell it in the time she commits to. So you should feel confident to start packing now, how does that sound? You will finally accomplish your goal, isn't that great?" (Pause for a reply)

MOTIVATION

If you could get your home sold for top dollar in a time frame you were comfortable with, (state the name of the lead), is that something you would be excited about?
(Pause for a reply)

If you sold this home, where would you go next? (Pause for a reply)

TIME FRAME

How soon do you want to be there? (Pause for a reply)