GENSTONE
REALTY

Securing Expired Listings Workshop Summary

Understanding Owners Whose Listing Has Expired

1. We know they wanted to sell the property
2. We know they decided to have a real estate company representing them
3. The listing agent promised to do multiple actions that would result in a sale and either didn't do them all or did, and it still didn't sell.
4. The owners are most likely discouraged about moving on to their future plans
5. The listing agent most likely allowed the owners to overprice the property
6. If the property needed some work to justify the price, either the listing agent may not have advised them, or the owner didn't or couldn't make it happen
7. Depending on the listing agent's actions or inaction, the owners may now have a negative opinion of real estate agents and their promises

Not every owner will feel all seven, but we need to approach them as if they think most of them. The most important feeling we need to discover is if they **still want to sell.**

Why Properties Don't Sell

1. The overwhelming reason is overpricing for the current market
2. The condition or location of the property is not suitable for most buyers.
    - Some buyers want a fixer project, but most don't
    - The overall appearance and staging (or lack of) turn off buyers – crowded, dirty, animal smells, many minor fixes needed, etc.
    - However, some buyers overlook those temporary issues for a much lower price. Even a lousy property sells if the price is justified.

Here's Where We Come In

When we get the opportunity to use our marketing presentation to explain to owners how the real estate market works, we can assist them in pricing it to sell and sell in a few days instead of months. When they understand real estate is a commodity and not a product and the importance of attracting the largest buyer pool when first on the market, they most likely will select the right price. We also assist them in preparing the property for showings. Our expertise solves the two reasons a property doesn't sell. So, we need to get an appointment to present our market expertise.

Discovering Expired Listings

Using your local MLS, learn how to set up an MLS alert when an Active listing changes to Expired. Listings in MLS beyond the expired date automatically change from Active to Expired. However, it still could be listed with a real estate company. It is usually due to the new status not being entered into MLS yet:

1. The property sold, and the MLS status was not changed yet
2. The previous listing agent has an extension and hasn't yet turned it in to MLS
3. Another agent recently obtained the listing from the owner, and it's not turned in to MLS.

When approaching the owner, determine the property's current listing status so you can respond properly. It's all laid out in the Expired Listing Conversation Guide.

Expired Listing Conversation Guide

Your goal is to begin a conversation to learn about the owners, their situation, and the property. Hopefully, it will lead to a relationship of friendship and trust. Then offer to give them advice on how to get it sold, not asking for the listing yet. The advice you will provide is in the first half of the GenStone marketing presentation. If you are in person, and it works, sit at a table and show from "Real Estate is a Commodity" to "Action Price Positioning." If you secure an appointment for later, use those pages as your advice, plus any decluttering or staging helps.

Good morning/afternoon/evening. I am looking for *(name if known, or)* **the property owner at** *(address)*. **This is _____ with GenStone Realty. How are you today?**

[Determine the current market status of the property]

I noticed your property was no longer on the market. Has it been sold?

- *[If yes]* **Congratulations! May I ask the price you accepted?**
- *[If they listed it again]* **Which company did you choose so that I may contact them?**
- *[If the response is "I wasn't aware it's not on the market]* **The information other REALTORS® and I have is it's no longer an active listing. Had you meant for that to happen?**

[If the response indicates it's not with another agent now, continue to find out if the owner still wants to have it on the market]

Are you still interested in selling?

[If no] **What has changed your mind about getting your property sold?**

[Listen and respond empathically. Unless it's a change in future plans, it might be an overall disappointment with the process and the listing agent. The owner may still want to sell but wants an agent who communicates better. If you perceive that's the case, you might continue with the questions below.]

[If yes] ***I'm sorry your property hasn't sold yet. What were you trying to accomplish by selling?***

[Listen and respond accordingly]

Why do you think it didn't sell? *[Listen and respond]*

[With the information obtained and with your responses, when you feel you have connected with the owner, suggest a meeting for you to give help and advice.]

May I suggest this – Let's meet to discuss your property. Then, I will help you by advising on what you could do to position your property to get significantly better buyer interest so it will sell.

[Offer a choice of times, and then work out your schedules]

Would today/tomorrow at _____ for work for you, or would _____ be better?

[Remind the owner of your name and give contact information if rescheduling is necessary.]

Thank you. Again, my name is _____ with GenStone Realty, and yours?

[Get name and spelling and exchange cell phone numbers.]

(__name__), my cell phone is _____. What is yours so we can confirm?

[Write the phone number and repeat the appointment time.]

I look forward to meeting with you _____ at _____.

When They Ask Why You Would Help Them

"Because if I can help you now, you might consider me if you ever need my help in the future."

If They Ask You Why It Didn't Sell

Your answer is, **"I don't know. I haven't inspected your property yet. May I do that so I can advise you?"**

At the First Appointment

Preview the property and continue to ask questions to learn more about their situation, their job, and many more to build a relationship. Give recommendations for staging or fixing problem areas, and advise them since you offered to give pointers. You are helping them to establish a good relationship, not promoting your ability to market it yet (unless they ask.) Prepare some printed information to leave, such as home enhancement and staging tips.

If it works for the first time in the property, use the price positioning section of the Marketing Presentation to give an education on pricing. However, it might be better to do that at a follow-up appointment and leave a printed copy or email, the GenStone Marketing Plan for Owners.

Secure the Second Step Appointment

As is the case with the Two-Step Marketing Presentation, ask the owner for a time for you to come to back to present your research on what current buyers are willing to pay for a similar property in today's market. At that set appointment, present the GenStone Marketing Presentation with the Market Data & Sales History Report to secure this listing with the right price that will sell quickly.