GENSTONE
REALTY

Expired Listing Conversation Guide

[Note: Listings in MLS beyond the expired date automatically change from Active to Expired. There are multiple reasons why it happens, so be prepared to respond accordingly.

1. The property sold, and the MLS status isn't changed yet.
2. Another agent obtained the listing from the seller, and it's in process.
3. The previous listing agent hasn't yet turned in the listing extension to MLS.

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, #1]* **Congratulations! May I ask the price you accepted?**
- *[If they listed it again, #2]* **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, #3]* **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. I would help by advising you 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 in case rescheduling is necessary.]

Thank you. Again, my name is _____ with GenStone Realty, and my cell phone is _____. I look forward to meeting with you _____ at _____.