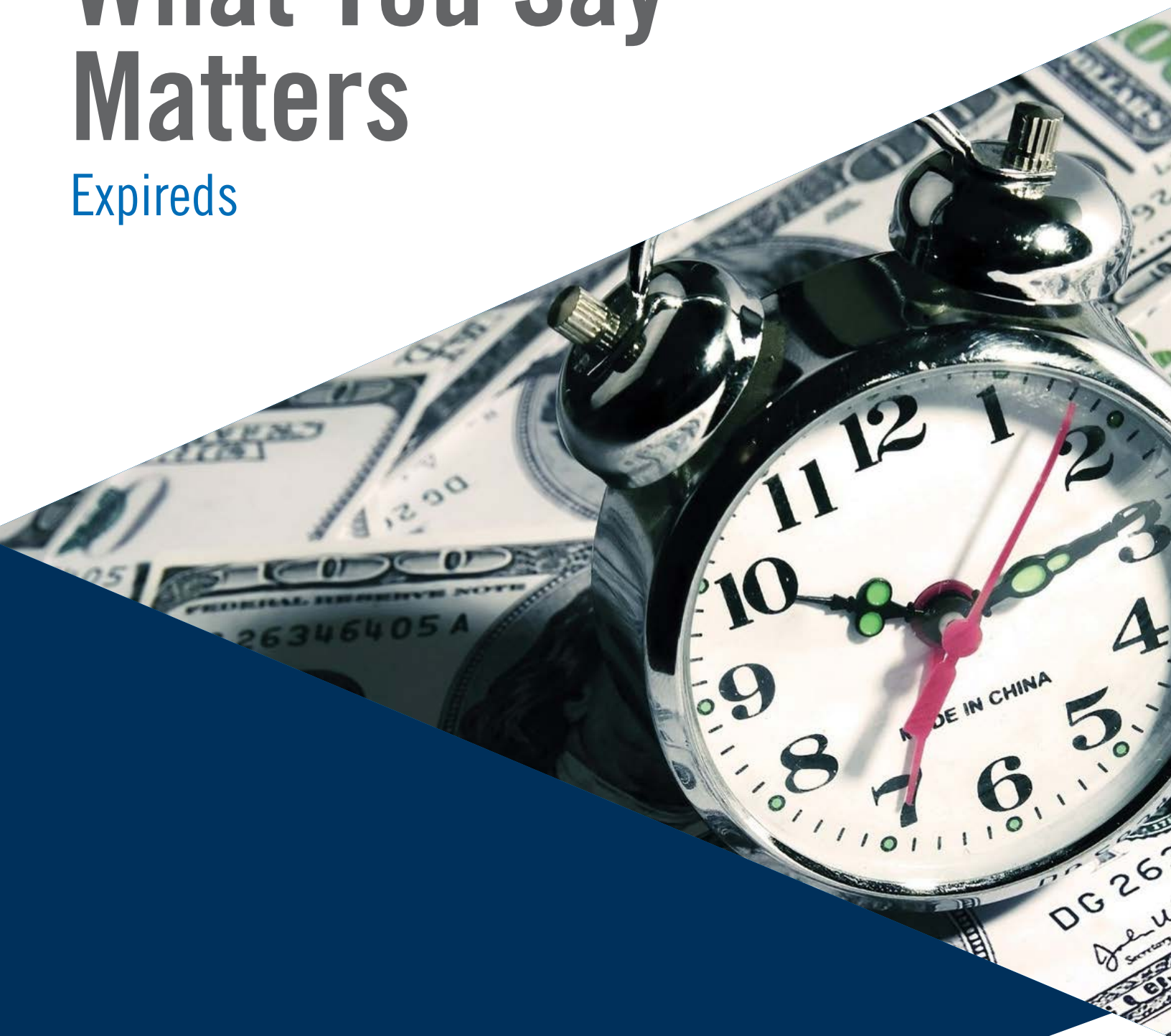


What You Say Matters

Expires



**JONES
HOLLOW**
REALTY GROUP

DIALOGUE # 1

Hi ... I am looking for _____. This is _____ with _____. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it?

[If it is clear they are getting lots of calls, use these effective lines]

- Are you just taking your home off the market?
- Are you getting a lot of calls?
- These agents are like rats coming out of the woodwork...aren't they?
- Can you imagine if you had to work with these people everyday like I do?

1. If you ... sold this home ... where would you be going to next?
2. What is your time frame to be moved? (Ouch)
3. Why do you think your home did not sell? (Really)
4. How did you pick the last agent? (That obviously didn't qualify them to sell your home)
5. Has anyone told you exactly why your home did not sell? (Great)
6. The only reason a home does not sell in today's market is because of exposure ... did you know that?
7. If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? Perfect!
8. Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
9. What would be better for you _____ or _____?

DIALOGUE #2

Hi, I'm _____(Name) with _____(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to?

Is that something you'd still like to do?

1. I've discovered there's only 3 reasons a great home like yours doesn't sell ...

- The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.
- The home didn't show well or capture the buyer's emotions... or
- The pricing strategy ... I'm curious ... There are 2 ways to price ...
 - a. High for negotiations
 - or
 - b. Fair Market Price to create a potential bidding war

2. Which did your agent recommend?

3. Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

4. What would be better for you _____ or _____?



DIALOGUE #3

Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?

1. If you had ... sold this home ... where were you moving to?
2. If I brought you an all cash buyer, close in 30 days, where would you like to move to?
3. What was your original time frame to sell and be moved? Ouch!/Really?
4. Why do you think your home did not sell? Really?
5. How did you pick the last agent you listed with?
6. Knowing what you now know ... what will you expect from the next agent you choose?
7. What type of feedback did you get from the people who saw your home? Tell me more about that.

OBJECTION HANDLERS

"We're taking the home off the market."

I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

"We've already chosen another agent/friend in the business."

I can appreciate that ... have you signed an agreement with them?

(IF NO)

Let me ask you a question ... after (x) months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

"We're going to try it on our own for a while."

I can appreciate that ... and let me ask you a question ... If i could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

"You agents are all the same."

I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

"Where were you when my home was on the market?"

That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?

EMAIL FOR THE EXPIRED STARBUCKS CARD CAMPAIGN

To:	<input type="text"/>
Cc:	<input type="text"/>
Subject:	3 Reasons A Home Doesn't Sell

Dear (Name),

I'm sorry to hear your home didn't sell. As you know, selling today can be very complicated. I've learned there's only 3 reasons a great home like yours wouldn't sell. I'd love to sit down, buy you a cup of coffee and discuss it if you're interested. No pressure, just let me know."

(Your Name)

P.S. If you've changed your mind and decided not to sell, I'd still love to buy you that cup of coffee, enjoy a Starbucks on me.