

EXPIRED LISTING INFORMATION

1. Go back in time and “history track” forward to see if property has been relisted.
2. Check do not call list of calling first, or knock on the door or send a letter
3. If sending a letter be sure to hand address with a stamp and your name, address
(home or office)—curious owner will open to see what is in this envelope
4. When the opportunity presents, ask “when you house sells what are you plans?”
(If calling, remember the Do Not Call Laws)
5. Remember the sellers had a DREAM, and bring them back, and you will WIN.

It is always better to be the second time around if the seller was overpriced first time.

Also remember with expired listings that the brokerage fee was not the problem but price was... (typically)

Have a system of follow up and be there!

Box: Open this if you want to sell your house.

*Door
Mail*