

The Close's Expired Listing Scripts

Initial contact

The text message script

Use to make initial contact by text message in a clear and engaging way.

Good day, [\[homeowner's name\]](#)! This is [\[name\]](#) from [\[brokerage\]](#). I noticed your home at [\[address\]](#) recently came off the market. I specialize in helping homeowners get their properties sold quickly and at the best price. I have some fresh ideas and strategies that could really make a difference. Would you be open to a quick chat to discuss how we can get your property sold? Thanks!

The email script

Use to reach out to the homeowner via email to offer valuable insights.

Subject: Still thinking about selling your home at [\[address\]](#)?

Good day, [\[homeowner's name\]](#)!

I hope this email finds you well. I'm [\[name\]](#), a real estate agent with [\[brokerage\]](#). I specialize in working with sellers whose homes didn't sell the first time around.

I noticed that your beautiful home at [\[address\]](#) recently came off the market, as it showed up on the MLS as an expired listing. I have some fresh strategies that I believe could make a big difference.

I would welcome the opportunity to speak with you to show you my unique approach to getting it sold quickly and at the best price! Are you available for 20 minutes at [\[time\]](#) today, or will [\[time\]](#) tomorrow be a better time?

The email script (cont.)

Thank you for your time, and I look forward to the opportunity to work together.

Best regards,

[Signature]

[name]

[Your contact details]

The voicemail script

Use to introduce yourself via a compelling message that encourages a callback.

Hi there, *[homeowner's name]*. This is *[name]* with *[brokerage]*. I noticed your home at *[address]* recently came off the market, and I specialize in helping homeowners like you successfully sell their properties.

I have some fresh ideas and strategies that could make a big difference. Please give me a call at *[your phone number]* when you have a moment. I look forward to speaking with you soon. Have a great day!

The door-knocking script

Use to make a strong first impression when going door-knocking and introducing yourself.

Hello, *[homeowner's name]*! I'm *[name]* from *[brokerage]*. I was in the neighborhood and noticed your property recently came off the market. I specialize in helping homeowners like you get their homes sold quickly and at the best prices.

I have some fresh strategies and ideas that I believe could really make a difference. I'd love to discuss how we can get your home sold. Would you have a few minutes to chat now, or can we set up a time that works better for you?

Engagement

The situation check-in script

Use to connect with the homeowner who responded to your outreach but hasn't clearly explained why their property didn't sell or what they plan to do next.

Thank you for getting back to me, [\[homeowner's name\]](#). I really appreciate it! Before we talk about next steps, I'd love to hear your take on what happened. What do you think kept your property from selling? Was it price, marketing, timing, or something else?

Sometimes, a fresh set of eyes can uncover a small shift that could make a big difference. I'm eager to help however I can, even if that means just giving you a second opinion. I am looking forward to hearing from you!

The let's-reconnect script

Use to re-engage the homeowner to reignite their interest in selling and offer new strategies.

Hello again, [\[homeowner's name\]](#)! I hope you're doing well. I wanted to touch base with you regarding your property at [\[address\]](#). I know you took a break from the market, and I completely understand. Sometimes, stepping back can provide a fresh perspective.

I've been keeping an eye on the market, and there have been some exciting changes and new trends that could work in your favor. I have a few new strategies and marketing ideas that I believe could make a big difference in getting your home sold quickly and at a great price.

Would you be interested in meeting to discuss these new opportunities? I'd love to help you achieve your goals. When would be a convenient time for us to chat?

The referral service partner script

Use to offer useful contacts for staging, repairs, or services.

Hi there, [\[homeowner's name\]](#). I'm [\[name\]](#), a real estate agent with [\[brokerage\]](#). I saw your home came off the market recently, and I totally understand how stressful things may be.

I just thought to reach out to offer help if you need it. I work with great service providers, like home stagers,

The referral service partner script (cont.)

cleaners, painters, and even handypersons. If you are doing any updates or just want to freshen up the home, I'd be happy to connect you!

No pressure at all; just trying to be a resource. Let me know if I can pass along some contacts who can help!

The client success story script

Use to share real-life wins to build trust and demonstrate your expertise.

Hey, *[homeowner's name]*. I'm *[name]* with *[brokerage]*. I want to share a success story that might resonate with your situation. I recently worked with a homeowner whose property had been on the market for months without any offers.

After implementing a few strategic changes, including a targeted marketing campaign and some minor staging adjustments, we were able to sell the home in just *[period, e.g., two weeks]*. Plus, it sold at a great price and *[add details, e.g., for over asking, for all cash]*.

I believe we can achieve similar success with your property at *[address]*. I'd love to discuss how we can make that happen. When would be a convenient time for us to meet to go over my strategy for your home?

The market analysis script

Use to offer a detailed market analysis to provide value and build trust.

Hello, *[homeowner's name]*. This is *[name]* from *[brokerage]*. I'm reaching out regarding your property at *[address]*. I conducted a detailed market analysis and have some valuable insights on why it may not have sold and what we can do differently.

For instance, since your property came off the market, *[number]* nearby homes have sold, with *[number]* of them in under *[number]* days. Additionally, *[number]* of them were *[add details, e.g., for over asking, for all cash]*. That tells me that buyers are still active in your area.

I'd love to share more information with you and discuss how we can position your home to attract more buyers. When would be a good time for us to meet and go over this together?

The price adjustment script

Use to discuss the need for a price change from the last time they listed.

Hi, [\[homeowner's name\]](#)! I'm [\[name\]](#) with [\[brokerage\]](#). I've been reviewing the market data and buyer feedback on your property at [\[address\]](#), and I believe we may need to consider a price adjustment to attract more interest at this time.

The current market conditions and comparable properties suggest that a slight adjustment from the last time you listed the home could make a significant difference in getting more buyers through the door. I'd love to meet with you to discuss this in detail and explain how it can help us achieve your selling goals. When would be a convenient time for us to chat?



Objection

The “I’m selling it myself instead” script

Use to position yourself as a helpful ally to open the door to a future listing opportunity.

That’s totally understandable. In fact, some FSBO sellers I’ve connected with shared that they just want to avoid another frustrating experience.

However, many I’ve helped have said that they didn’t expect the workload that came with it: calls, showings, buyer questions, contracts. I work with clients in your situation by helping wherever I can, such as giving pricing tips, prepping paperwork, or even finding serious buyers — no commitment needed.

If you’re open to a quick chat, I’d love to share a few insights to help in any way I can. When’s a good time for a 10-minute call?

The “I’m going to rent it instead” script

Use to reframe the homeowner’s decision to rent as a potential backup while you open the door to selling when conditions improve.

I understand why you’re considering renting it out instead. That actually makes sense for some folks I speak with, especially when the market didn’t give them what they’d hoped for.

Out of curiosity, is renting something you’ve done, or would this be your first rental? I ask only because a few homeowners I’ve helped started with planning to rent but then later realized they didn’t expect the landlord responsibilities, like repairs, vacancies, and lease enforcement.

What I do for clients in your position is help them objectively evaluate renting versus selling. If you’d like, I can share a quick rent-vs-sell analysis that highlights what your property could yield both ways.

If you’re open to a 10-minute chat, I’d love to walk you through it and answer any questions. What day and time this week would work for you?

The “I’m staying with my agent” script

Use to tell the homeowner that you appreciate their honesty in informing you that they intend to stay with their agent.

I completely understand wanting to stay loyal. It’s hard to walk away from someone you’ve worked with so closely. If you don’t mind me asking, what do you think will be different this time?

I ask only because when a listing doesn’t sell, it’s rarely bad luck. Usually, there’s something concrete that needs to be adjusted, like pricing strategy, marketing reach, staging, or timing.

If you’re open to a second opinion, I’m happy to share what I would’ve done differently. No pressure either way!

The “It’s not the time to sell” script

Use to validate the homeowner’s caution, and gently explore what made them feel that way, which opens the path to a possible future conversation.

That’s completely understandable. I have several clients who’ve felt similarly. Sometimes, it’s about market conditions, whereas other times, it’s personal timing. May I ask, what makes you feel that holding off is the right move right now?

The only reason I ask is, when a listing doesn’t sell, it’s rarely due to timing alone. Often, there’s something tangible that could be tweaked, like pricing strategy, staging, or marketing.

I’m eager to share what I would’ve done differently, just as a second opinion to help guide your next steps, if you’re open to it. Would you want to schedule a quick call sometime this week?

Consultation

The appointment setting script

Use to secure an in-person meeting to discuss your marketing strategies.

Hey there, *[homeowner's name]*! Thanks again for reaching out about relisting your beautiful home. I took a look at your previous listing and spotted a few missed opportunities, especially with how the photos and description downplayed your *[mention details, e.g., backyard, layout, kitchen]*.

I'd like to swing by and walk you through a fresh, aggressive marketing plan that targets serious buyers fast. You'll get a clear action plan from our meeting. How does *[day and time]* work?

The first-meeting script

Use to build trust and understand the homeowner's goals.

I appreciate you taking the time to meet with me today. I've reviewed the details of your property at *[address]*, and I understand how important it is for you to sell quickly and at the best possible price.

To start, I'd love to hear about your previous experience and what you felt might have been missing. From there, I can share my comprehensive marketing plan tailored specifically for your home. This includes targeted online advertising, professional photography, staging, and open houses designed to attract serious buyers. I believe we can position your home in a way that highlights its best features and sets it apart from other listings.

We will go through this plan together, and I'll answer any questions you have. My goal is to ensure you feel confident and excited about the process moving forward. How does that sound?

The why-it-didn't-sell diagnostic script

Use to analyze the failed listing collaboratively during the first meeting.

There are usually three reasons a home didn't sell the first time around: price, presentation, and promotion. I'd like to walk through each.

Starting with the price, was there much showing activity or agent feedback that involved the home being priced too high for the market?

The why-it-didn't-sell diagnostic script (cont.)

Next is the presentation. Did the photos and staging do the home's best features justice? Sometimes, some small tweaks in this area can make a big difference.

Ending with the promotion, was it mostly just MLS exposure, or was there broader marketing through social media, email, and agent networks?

Once we pinpoint which area or areas could've held things back, we can focus on making adjustments and achieving a better outcome this time around.

The first-meeting script

Use to build trust and understand the homeowner's goals.

Thank you for meeting with me today. I'm excited to share my comprehensive marketing plan for your property at [\[address\]](#).

First, I want to assure you that I've carefully analyzed the local market and reviewed what happened during your previous listing. My goal is to create a strategy that highlights your home's unique features and reaches the right buyers.

[Provide overview of marketing plan; include the items below]

Professional photography and videography: Providing high-quality images and a virtual tour to showcase your home beautifully online.

Staging consultation: Partnering with a top-notch staging consultant to make your home look its best.

Online advertising: Publishing targeted ads on major real estate websites, social media platforms, and Google to reach potential buyers.

Email marketing: Sending professionally designed emails to my database of buyers and local real estate agents.

Print marketing: Handing out high-quality brochures and postcards to be distributed in the neighborhood and at key locations.

In-person showings: Coordinating open houses and private showings to attract serious buyers.

MLS and syndication: Ensuring the listing appears on the MLS and is syndicated to all major real estate websites.

Each of these elements is designed to maximize exposure and attract serious buyers. I'm confident that with this approach, we can generate a lot of interest and get your home sold quickly and at the best price.

Do you have any questions or specific concerns about the marketing plan? I'm here to address them and ensure you feel confident moving forward.

Listing

The close-the-deal script

Use to secure the homeowner's commitment to list their property with you.

Hi, *[homeowner's name]*! It's been great discussing your property at *[address]* and exploring how we can achieve your selling goals. I believe that with the detailed marketing plan we've outlined and the tailored strategies we've discussed, we have a strong path forward to getting your home sold quickly and at the best price possible.

I'm confident that my approach will deliver the results you're looking for. Are you ready to move forward and get your home back on the market? I have all the paperwork ready, and we can get started right away.

When would be a good time for us to finalize the details? Or if it's easier, I can have the paperwork sent over to you electronically.

The onboarding script

Use to outline next steps after signing, and set clear expectations for the listing process.

Thank you again for trusting me with your expired listing. I'm thrilled to help you sell your home!

Here's what to expect over the next few days:

We'll have photography scheduled for *[date and time]*.

I'll complete the listing paperwork and marketing copy by *[date and time]*.

We'll go live on *[date and time]*, as soon as everything's in place.

I'll launch the marketing across *[channels, e.g., social and email]* immediately after we launch.

I'll also keep you updated with showing feedback and market activity. Let me know if you have any questions along the way!

The pre-listing check-in script

Use to confirm details, ease seller concerns, and maintain positive momentum before the listing goes live.

Hey there, [\[homeowner's name\]](#)! I just want to check in as we get closer to launching your listing on [\[date\]](#). The photos look fantastic, and I'm now finalizing the write-up and MLS details.

Please let me know if you have any last-minute questions or if anything still seems unclear. I want you to feel 101% confident before we go live.

I'll send you a preview of everything before the listing is published, and we'll confirm the showing schedule together. You're almost there!

