



### ***Prospecting Expired, Withdrawn and FSBO Listings***

**Expired Listing** - Listing has come to the end of its agreed upon term and seller did not renew or extend.

**Withdrawn Listing** - Seller asked listing agent to "Cancel or Withdraw" the listing prior to the listings expiration date. MLS as recently added "Unconditionally Withdrawn" & "Conditionally Withdrawn" status for Withdrawn Listings. "Unconditionally Withdrawn" means the previous Broker has fully released the seller from any compensation to them. "Conditionally Withdrawn" means the previous Broker has not fully released the seller and may still seek compensation if the home sells.

Typically, expired and withdrawn listing sellers have paid a 5% or 6% commission, so seeking this commission amount would not seem unusual or possibly easier to achieve than with a For Sale By Owner Listing (FSBO).

Script for withdrawn or expired listing should be similar.

You need to convince the home seller that you will do a **better/stronger** job than the previous agent and your "efforts" will get the property sold.

Areas where the previous agent don't put their best foot forward and you can capitalize on are:

**Photography** - 98% of home buyers search online and if the photography of the home is weak the property/seller is at a big disadvantage. You will fix this by using a professional photographer who has a wide angle lens and who has HDR software to enhance the photos.

**Write up/Remarks** - The remarks were not well written, did not focus on the main, most important features of the home or were disconnected from the photography. Kitchens and baths sell homes. The remarks along with the photos must entice the buyer to come look at the property.

**Internet Marketing** - The listing agent or his brokerage does not have proper procedures for distributing the property out to the internet therefore the property did not get the

proper exposure. The listing agent is not a Premier Agent on Zillow so on their listings they appear with 3 other agents on the page. The consumer/buyer did not click on the listing agent but another agent and that agent steered the buyer to another property.

**Open Houses** - The listing agent did not conduct open houses or did so very infrequently. Potential buyers who did not have an agent did not have access to the property and therefore never viewed it. We love open houses at Dalton Wade!

**Social Media** – The previous agent did not utilize Social Media (Facebook) to introduce the home and promote Open Houses. Because of this, potential buyers did not know the home was for sale.

### **Your Pitch**

When speaking with an expired/withdrawn listing you have very limited time to tell them how you will vastly improve upon and how you will market their home versus how it was marketed previously.

Hi, this is **Tom Brady with Dalton Wade Real Estate Group** I saw that you were previously attempting to sell your home and your previous agent failed to get the job done.

From looking at your listing I know I can significantly improve on way your home is visually presented on the internet via much better photography. I use a professional photographer who is awesome. He uses a wide-angle lens and HDR software.

I can describe your property better so that the write up hits quicker and is tied into the photography.

My brokerage, Dalton Wade is an internet marketing machine, so your listing will be seen by more buyers!

Dalton Wade has had excellent results in driving buyer traffic to our listings via open houses. The national average for homes being sold via an open house is 10% or results are 20% so we have a 2x better conversion rate than the national average.

Additionally, we are strong proponents of Social Media (Facebook) and have effectively used Social Media to sell other properties.

In summary we will do a better job in visually presenting your home via our photography, our write up about the property hits harder, we distribute your listing wide and far on the internet and we are very aggressive in conducting open houses and with Social Media!

All the above will drive more buyers to your property and this is the first step in getting your property sold for the most amount of money.

I would like to set up an appointment to come by, meet you and look at your property.

When would be a convenient time?

A few more things to remember.....

1) Expired and withdrawn listing sellers are bombarded by calls and direct mail right after the listing expires or is withdrawn.

A possible strategy is to let the dust settle and try making contact after the initial onslaught

2) Getting an appointment on the first call is nice but not completely necessary. If they do not want to schedule a time now ask when you can call back to see how they are doing. Most sellers will appreciate your follow up and it tells them you have good follow up skills.

3) Enter the seller lead in Boomtown and set a to do. If the sellers tells you it is ok to call in a month, call in three weeks. Timing is extremely important!

3) Expired/Withdrawn/FSBO calling is the life blood of all new agents. Those that do it best, consistently and put the time and effort into will have successful careers in Real Estate.

A good bench mark is **one listing** per every 100 calls/contacts.

### **Other Resources**

To further supplement your efforts You Tube has some great expired & FSBO listing videos.

Just search under expired listings, Prospecting FSBO etc.....

The Red X [www.theredx.com](http://www.theredx.com) and Espresso Agent <https://espressoagent.com/> supply phone numbers for withdrawn/expired and FSBO's and make the calling process easier and more efficient!