

Expired Listings: Where Old School Mojo Meets High Tech!

- I) Your Questions/Real World Situations & Challenges **OR** One of John's Blasts from the Present or Past!
- II) The Expired System – a 3-legged process
 - A) Setting the table – Understand that you need a **system**.
 - B) The Three Legs:
 - 1) **The First Leg: You call them** – Old School with low probability
 - a. Back in the day it was easy!
 - b. Not so much today...
 - Public Enemy #1 – Caller I.D.
 - Public Enemy #2 – Do not call.
 - Public Enemy #3 - Unpublished Phone numbers.
 - Public Enemy #4 – They don't pick up.
 - Public Enemy #5 – They don't have a land line.
 - Public Enemy #6 – The time of day.
 - Public Enemy #7 - Your approach.
 - Public Enemy #8 – Your lack of sales skills – this is no place for “winging it!”
 - Public Enemy #9 – Questions that are traps.
 - ***How much commission do you charge?***
 - ***Why should I hire you?***
 - Public Enemy #10 – Your lack of consistency and commitment.

Note: So should you bother with this leg? The answer is, “Yes... absolutely!” But understand the limitations here...

⇒ **Role Play: The Approach of The Expired Outbound Call with Thomas Domasik and Ed McNally.**

2) **The Second Leg: Marketing -They call you/your Proquest Line from your Marketing pieces.**

a. The series of mailings – twice per week for 3 weeks:

➤ **Mailing #1:** The Anatomy/of The Craig Forte Letter
([See Handout](#))

- ***A word about the envelope!!!***

➤ **Mailing #'s 2 through 6:** The anatomy of the over-sized post card mailing ([See Handout](#))

➤ **The McNally “One and Done” Mailing: If you have the stats, this is your huckleberry!**

- ***The anatomy of the piece.***
- ***Another word about the envelope!!!***
- ***By far, the piece with the best response-rate! ([See Handout](#))***

b. Your Proquest Greeting.

c. Your Proquest Expired Extension.

1) How to it should be setup.

2) **The Script** ([See Handout](#))

d. Your direct-connect dialogue – AKA: ***What do I say when they call in!!!????!!!*** (See Handout)

⇒ **Role Play: The Approach of The Expired Inbound call with Gary.**

e. Let's revisit those traps again in B-1 (above)

f. McNally's Reverse's:

1) I guess that you're going to be listing with the same Realtor that you had before?

2) I'm guessing that you won't be relisting any time soon?

⇒ **Role Play: The Body of The Expired Inbound call with Ed McNally.**

3) **The Third Leg: Good Old Fashioned Old School Mojo –You Knock on their door!**

- a. The Exquisite Paradox of Door Knocking.
- b. Public Enemy Number 1 – An ineffective approach.
- c. Public Enemy Number 2 - Hovering in the doorway.
- d. Public Enemy Number 3 – Your opening dialog.
- e. Public Enemy Number 4 – Prospect Questions that are traps – Here we go for a third time!!
- f. Public Enemy Number 5 – they're not at home, and you leave nothing behind.
- g. Public Enemy Number 6 – they're not at home and you leave "image/vanity" pieces behind.

- ⇒ Description of the Door Knocking Process by both Ed McNally and Thomas Domasik.
- ⇒ Role Play of the Door Knocking Process with both Ed McNally and Thomas Domasik.
- ⇒ Explanation of The anatomy of the handwritten note, if they're not home. (See Handout)

III) What to expect:

- A) With only the first leg of the system in place.
- B) With the first two legs of the system in place.
- C) With all three legs of the system in place.
 - ***A word here about desire, commitment, taking the time, execution, and consistency.***

IV) Resources:

- A) TheRedX. www.theredx.com/
- B) Virtual Assistants
- C) Danny Atkeisson

