

EXPIRED LISTING TRAINING

Agent: Good morning, [Client's Name]. I wanted to discuss your listing that recently expired, and what steps we can take next. It's a learning opportunity that can guide our future strategy.

Client: Hi [Your Name], that's a bit frustrating to hear, but I'm all ears. What should we be doing differently?

Agent: First, let's analyze why the property didn't sell. Often, it's due to pricing, marketing, or even the presentation of the home. Based on the feedback we received, the main issue seemed to be the pricing strategy.

Client: I thought the price was in line with the market?

Agent: It was close, but the market has shifted slightly since we listed. What we can do is adjust the price to align more closely with current buyer expectations. It's also a good idea to reassess our marketing tactics.

Client: What kind of marketing changes do you suggest?

Agent: Enhancing the listing with new, professional photos and perhaps adding a virtual tour can make a big difference. Also, expanding our advertising to more online platforms can increase exposure.

Client: That sounds promising. And how do we handle showings?

Agent: I recommend more open houses and possibly staging the home to give potential buyers a better vision of living there. It can help them connect emotionally to the space.

Client: Do we need to do all of this again from scratch?

Agent: Not from scratch, but refining our approach with these adjustments. I'll handle the logistics and keep you updated at every step. We'll also set up a new timeline for relisting, aiming for a period with higher buyer activity.

Client: Okay, I trust your judgment. Let's get the property sold this time around.

Agent: Thank you for your trust, [Client's Name]. I'm committed to this. I'll start making the necessary arrangements and keep you closely informed. Together, we'll turn this around.

Client: I appreciate it, [Your Name]. Let's keep moving forward.

Agent: Absolutely. We'll touch base soon with the updates. Have a great day, [Client's Name].