



EXPIRED LISTING SUCCESS CHECKLIST

The Ultimate Guide to Winning Expired

✓ **Step 1: Research the Expired Listing**

- Pull MLS records & review listing history
- Identify the reason(s) it expired (overpricing, lack of marketing, poor photos, etc.)
- Check tax records for ownership details
- Google the property & seller to gather insights

✓ **Step 2: First Contact Strategy**

- Reach out within 24-48 hours of expiration
- Use a proven expired listing script (empathetic, not pushy!)
- Offer value—not just “I can sell your home”
- Be prepared to handle objections (e.g., “I’m not ready,” “I’ll relist later”)

✓ **Step 3: Build Rapport & Trust**

- Start with a smile & be professional
- Show understanding—don’t bash their previous agent
- Ask why they think their home didn’t sell & truly listen
- Offer a free property analysis & customized marketing plan

✓ **Step 4: Present a Better Strategy**

- Create a tailored pricing strategy based on market conditions
- Offer professional photos & videos to boost listing appeal
- Show them how better marketing (social media, ads, networking) will attract more buyers
- Highlight the importance of flexible showing schedules

✓ **Step 5: The Follow-Up Formula**

- Follow up multiple times—most expired listings convert after the 5th+ contact
- Use multiple touchpoints (calls, texts, email, door-knocking)
- Send helpful resources (market updates, recent sales in their area)
- Stay consistent, be patient, and position yourself as the expert