

Cold Calling Cheat Sheet for Expired and FSBO Listings

Preparation:

1. **Research:** Know the property and area details—age of the home, amenities, school districts, and recent sales in the area.
2. **Mindset:** Be empathetic, understanding that these sellers might be frustrated or disappointed.

Introduction:

1. **Rapport Building:** “Hi, my name is [Your Name] with [Your Realty]; I noticed your home in [Area/Neighborhood]. How are you doing today?”
2. **StoryBrand Principle:** Position yourself as a guide, not the hero. “I understand how challenging it can be to sell a home in today’s market.”

Identifying Pain Points:

1. **Open-Ended Questions:** “I noticed your listing expired. May I ask what challenges you faced during the process?”
2. **Listening:** Show genuine interest in their experience.

Value Proposition:

1. **Lean Startup Approach:** “I specialize in helping homeowners in Philadelphia sell their homes efficiently by using innovative marketing strategies tailored for our unique market.”
2. **Customization:** “Each home has its own story. I’d love to understand more about yours to see how we can position it effectively.”

Handling Rebuttals:

- **Expired Listing Rebuttals:**
- **Seller:** “We are taking a break from selling.”
 - **You:** “That sounds like a well-deserved rest. May I ask what you found most exhausting? Understanding this can help plan a more streamlined approach when ready.”
- **Seller:** “We’re going to try a different agent.”
 - **You:** “It’s important to find the right fit. Can I ask what you are looking for in your next agent? It could provide valuable insight for both of us.”
- **FSBO Rebuttals:**
- **Seller:** “We don’t want to pay commission.”
 - **You:** “That’s a valid concern. My goal is not just to sell your home but to do so in a way that maximizes your profit, even after commission.”
- **Seller:** “We want to try selling it ourselves first.”
 - **You:** “That’s a great initiative. I’m curious: what strategies are you employing? Perhaps I can offer some free advice that might help.”

Goal Setting & Follow-Up:

1. **Measure What Matters:** Set specific goals for each call, like obtaining an email for a follow-up or a second call appointment.
2. **Crucial Conversations:** “I’d love to send you some free resources on the Philadelphia market. Could I have your email?”

Closing:

- “Thank you for your time today. Whether you decide to sell now or later, I’m here as a resource. Feel free to reach out if you have any questions.”

Remember, each conversation is unique, so adapt your approach based on the responses you receive. Remember the fundamental principles: empathy, listening, providing value, and building trust. Good luck with your cold calls!