

The background of the entire page is a light blue color. Overlaid on this background is a complex, abstract architectural wireframe. This wireframe consists of numerous thin, dark grey lines that intersect to form a variety of geometric shapes, including triangles, rectangles, and irregular polygons. Some lines are horizontal or vertical, while others are at various angles, creating a sense of depth and structural complexity. The lines are most dense on the left side of the page and become more sparse towards the right.

EXPIRED LISTINGS

BLUEPRINT

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

FIRST THINGS FIRST

1

USE MLS TO RESEARCH EXPIRED LISTINGS

Try to keep expired listings you want to pursue within a radius that is realistic for you to be able to drive to and keep up with. For example, you wouldn't want to drive from Spring Hill down to St. Pete and then over to Lakeland.

2

RECORD YOUR FINDINGS IN A SPREADSHEET

Input address
Name of owners
Phone number
Price
Touch 1-8
Include your notes with each touch

3

ROUTE YOUR NEW ENTRIES

In your spreadsheet you'll want to route your entries so they are in order to keep things organized. Be sure to track your Expired 8x8 touches in your spreadsheet.

4

BE PREPARED WITH ITEMS OF VALUE!

Make sure you print anything you are taking well before and put your packets together. See suggested items of value below.

ITEMS OF VALUE

When it comes to real estate prospecting, treat your potential customers like an ATM! Keep making deposits in the form of providing value for them and you'll soon start seeing incredible 'withdrawals' - or leads. It's one smart way to make sure that success is yours every time!

1. CORE Present Buyer's Presentation of property (4 page CMA)
2. When A Home Doesn't Sell - 4 Page Brochure (Marketing Resource)
3. Discover the Difference Between Selling and Having Your Home Professionally Marketed and Networked - 4 Page Brochure (Marketing Resource)
4. 10 Questions to Ask Your Prospective Real Estate Agent - 4-Page Brochure (Marketing Resource)
5. Forever Agent, Home Services Directory - 4-Page Brochure (Marketing Resource)

8 TOUCH EXPIRED LISTINGS BLUEPRINT

TOUCH 1 – In Person

Drive by the house, drop off an item of value to spark a conversation. For example, a CORE Present Buyer's Presentation would be a great option to provide something of value.

If face-to-face with the homeowner, here is a script: "At one point you were trying to sell your home, and I saw it didn't. If that is something you are interested in, I would love to assist."

TOUCH 2 – Phone Call

*You will use Remine or FastPeopleSearch.com to retrieve their phone number.

Hey there! This is [Name] from Berkshire Hathaway HomeServices Florida Properties Group. I just dropped off a really cool [something of value], and wanted to see if you had any burning questions about it? Can't wait to hear what ya got for me!

TOUCH 3 – Note Card

Hello [Homeowner Name],

I'm just giving you a friendly reminder that I'm here and happy to help! Consider me your first call when you need some guidance.

Your Trusted Real Estate Advisor,
[Agent Name]

TOUCH 4 – Pop By

You will purchase a small item and clear plastic door hanging bags (from Amazon) and create pop-by tags! Download the design of your choice on the [Agent Help Site](#), print on heavier card stock, and then cut them out! Attach your business card to the tag, and then attach your tag to the small items you've purchased. When you're done, drop them off at each of your Expired Listing doors.

TOUCH 5 – Real Estate Review

Use MADl to create the presentation portion of the Real Estate Review. You can reference this [Agent Help Site article](#) for more insight as to what goes into a Real Estate Review.

Drive by to hand it to the homeowner face to face. If they're not there, you will need to follow up with a phone call.

TOUCH 6 – Phone Call

I dropped off a real estate review. Are there any questions you have? If you're not looking to sell, do you need a vendor [for any home related items]? Remember to take notes and keep up!

TOUCH 7 – Phone Call

Base script/conversation based on previous conversations. Go give philosophy: touch base on something you talked about before. You're trying to show them you paid attention during the phone call. Call to ask their opinion.

Remember to take notes and keep up!

TOUCH 8 – Phone Call

Base your script/conversation on previous conversations. Remember to take notes and keep up!

3 POTENTIAL SCENARIOS

There are three potential scenarios that can occur during or at the conclusion of the Expired Listins System. Let's play them out for you so you are prepared for whatever comes your way.



LISTED WITH ANOTHER AGENT - You'll wish them the best of luck with their home sale and hope your paths cross again soon.



HOUSE DOESN'T RELIST - Follow up monthly to check on them via phone call. Check on them and their needs.



If none of the above scenarios happened... **YOU WON THE LISTING!**