

# Lenson Realty Elite

## How to Reach Out to Expired Listings

### Lenson Realty Elite Agent Training

Working with expired listings requires a thoughtful, multi-step approach. These homeowners have already experienced disappointment - so building trust and showing real value is key. Here's how you can position yourself to win the listing and prove you're the right agent to get the job done.

#### STEP 1: Do Your Research

Before making a call or booking an appointment, know everything you can about the property and its previous listing. Be the informed expert. Understand the neighborhood, pricing history, days on market, and marketing strategies used. When you speak from a place of knowledge, sellers will take you seriously.

#### STEP 2: Polish Your Social Media Presence

Your online presence is often the first impression you make - and it matters. If the listing failed due to poor marketing, your digital footprint should instantly communicate professionalism, success, and trust.

- Showcase recently sold properties.
- Post strong visual marketing examples.
- Share client testimonials and case studies.
- Make your profiles reflect the kind of exposure a seller would want for their home.

Let your social media work on your behalf before you ever pick up the phone.

#### STEP 3: Use Expired Listing Scripts

You've done your research - now tailor your approach. Use proven scripts that anticipate objections, like:

- "Why should I trust another agent?"
- "What will you do differently?"

Use empathy and data to guide the conversation. Focus on their goals, not just the sale.

#### STEP 4: Prove You're Different

Once you secure the appointment, the real work begins. Show them exactly how your process stands apart from the previous experience. This may include:

- Professional photography and video
- Targeted social media campaigns

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- Neighborhood-specific marketing plans
- Weekly seller updates

Your value proposition must be clear: You're not just another agent - you're the agent who gets results.

Be consistent, be strategic, and most importantly - be authentic.

- Dan Lindeman

Broker, Lenson Realty Elite

Source: Adapted from "How to Reach Out to Expired Listings" by Tom Ferry, © Tom Ferry International