Expired Listing Scripts

6 call scripts, a letter and a postcard to adapt

Contact the owner only after the listing agreement ends. If the number is on the Do Not Call Registry, FCC rules require a signed, written agreement before marketing calls or texts.

1. The first call after it expires

Use it once you've confirmed the status and scrubbed the number.

"Hi, is this [owner name]? This is [name] with [brokerage]. I saw your home on [street] came off the market. Are you still hoping to sell? What do you think kept it from selling?"

2. Voicemail

Keep it under 20 seconds and give one reason to call back.

"Hi [owner name], this is [name] with [brokerage]. I noticed your home on [street] is off the market. I have two ideas on pricing and photos for it. If you'd like them, call me at [number]. Thanks."

3. Door knock

Bring a one-page list of nearby sales. If nobody answers, leave it at the door, never in the mailbox: federal mail law bars unstamped items there.

"Hi, I'm [name], a local agent with [brokerage]. I saw your home came off the market, and I'm not here to pressure you. I brought a list of what sold nearby this year. If you plan to sell again, would a 20-minute look at what to change help?"

4. When the owner blames the last agent

Don't join in. NAR's Code bars false or misleading statements about other agents (Article 15), and criticism rarely builds trust anyway.

"That sounds frustrating, and I'm sorry it went that way. I can't speak for another agent. What would you want done differently next time?"

5. When the owner wants to wait

Respect it, and offer something useful instead of a pitch.

"That makes sense. Many owners take a break. Would it help if I sent a short note when homes like yours sell on your street? Then you'll have real numbers when you decide. Is mail fine, or would you prefer text?"

6. Follow-up for an older expired listing

Use it for homes that expired months ago and haven't relisted.

"Hi [owner name], this is [name] with [brokerage]. Your home on [street] was on the market earlier this year. Are you still thinking about selling, or did your plans change?"

Example letter

Adapt this to the home. One page is enough.

Dear [owner name],

I saw that your home on [street] came off the market on [date]. After weeks of showings, that's frustrating.

If you still plan to sell, here's what I would change first:

1. A price based on sales from the last 90 days, not the original list price.
2. New photos, with the empty rooms staged.
3. A relaunch weekend with an open house and a new description.

I've enclosed recent sales near you. If a 20-minute talk would help, call or text me at [phone].

[Name], [brokerage], [phone]

What makes a letter worth reading:

Be specific: name the street and one fact about the home, so it doesn't read like a form letter.

Skip the blame: don't criticize the last agent or the price the owner chose.

Show, don't promise: include recent sales, never a promised price or sale date.

Example postcard text

A postcard works as the second touch, a few days after the letter.

"Your home came off the market. Here's what sold near [street] since then: [three recent sales]. Want a free relaunch plan with new pricing, photos and staging? Call or text [name], [brokerage], [phone]."

Examples to adapt, not promises of results. General information, not legal advice.
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