

*From  
Kevin Kelley &  
Dana Snyder*

## **EXPIRED LISTINGS & MOTIVATED SELLERS**

**Does it get any EASIER than this?**

### **7 Reasons Why**

1. They have already tried to sell it.
2. Tired of dealing with having their house listed.
3. Just want to get rid of the house.
4. Will be VERY receptive to what you ask them to do as far as repairs.
5. Want to take advantage of a great buying opportunity themselves.
6. Want to take advantage of the TAX CREDIT themselves.
7. Way more willing to list the house at the price you recommend.

## **EXPIRED LISTINGS**

1. What is an Expired Listing?

2. How many listings Expired in 2009?

- A) St. Louis County-
- B) St. Louis City-
- C) St. Charles County-

3. Would you like to know how to make an extra \$20,000 in 2010?

4. **The 6 keys to working Expired Listings?**

- 1) Do your research.
- 2) Send marketing materials that stand out and are different. (Tie them all together somehow.)
- 3) Develop a system that works for you and stick to it. ("Plant the seed.")
- 4) Make THE PHONE CALL!!!
- 5) Get a partner.  
(1/2 of A lot is worth more than All of Nothing)
- 6) Persistence and Follow Up

5. What is the first step to getting started working Expired Listings?