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# **EXPIRED LISTING TOOLKIT**



**All The TOOLS You Need to Master the Expired Listing Process**

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## **The RESPONSE TRACK for the Yellow Drop-Off**

**Purpose of the Response Track:** To help you to maintain control of the inbound “Yellow Drop-Off” call while gathering information, establishing a sense of rapport and create enough curiosity to grab their attention and convert the call into an appointment.

### **The Response Track:**

- A:** Take Control of the Call by Asking Questions
- B:** Learn More about them and their Actual Situation
- C:** Give them a Reason to WANT to MEET with YOU
- D:** Close Them for a Sit Down Appointment

(Each portion of the Agent Dialogue is notated with a letter in parentheses that corresponds to the specific step of the Response Track)

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## **AGENT / CALLER DIALOGUE**

### **PHONE RINGS...**

**AGENT:** Hello, this is Mike Smith - ABC Realty, how can I help you? **(A)**

**CALLER:** Yeah, I'm calling about the note you left at our door.

**AGENT:** Oh, OK Fine, well first let me just say thanks for calling...and if you don't mind me asking but can you repeat what it is exactly you were calling about? **(A)**

**CALLER:** You left a note on our door and I'm wondering what it's about...

**AGENT:** OK I'm happy to help you with that. If you don't mind can you tell me what color paper the note was written on? **(A)**

**CALLER:** It was written on Yellow paper, what's this all about?

**AGENT:** And can you tell me what is the name of the street (neighborhood, subdivision) you are located on? **(A)**

**CALLER:** Campus Drive located right off of Main.

**AGENT:** Thank you for that...Sir, was your house on the Market at one point?

**CALLER:** Yes, as a matter of fact It Was **(B)**

**AGENT:** I thought as much but my records don't say what actually happened - if you don't mind me asking, did you sell the house or something else? **(B)**



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**CALLER:** Nope, we had it listed for almost 6 months, got close a couple times but nothing in the end...

**AGENT:** So it sounds like you had it on the market and now it's no longer on the market. Is that correct? **(B)**

**CALLER:** That's correct - but I'm still wondering what this note was all about. Can you tell me what "urgent information" you have to discuss?

**AGENT:** I'd be happy to explain that to you. I just need to ask a couple questions if that's ok, is it? **(A)**

**CALLER:** Sure but just so you know we're not putting it back on the market and if we do we're going to use the same Agent we had the last time.

**AGENT:** I appreciate the offer Sir but I wasn't asking you to hire me. I was hoping to find out, if you don't mind, what sort of things did your Agent do while you had your house on the market? **(B)**

**CALLER:** He didn't do much of anything really; he had the sign out front, did 2 open houses, ran a couple ads and put it into the MLS. Why do you want to know this?

**AGENT:** I just like learning what others are doing to sell their listings. Another question; Was there any ONE THING you wished he had done that he didn't do? Just one thing... **(B)**

**CALLER:** Well I guess I wish he would have SOLD the darn thing, but the market just wasn't in our favor. But he really worked hard at it, he really did.

**AGENT:** I really do appreciate the feedback sir, I'm sorry, I didn't get your name, Mine is Mike, what's yours? **(A)**

**CALLER:** Jessie Black.

**AGENT:** Well thanks so much Jessie, that's all I really wanted to find out. I do appreciate it -- but before I go I've got one more question; How Did Your House Score on the MARKETABILITY SCORE CARD? **(C)**

**CALLER:** The What?

**AGENT:** The Marketability Score Card! Certainly your agent did one for you, DIDN'T HE? **(C)**

**CALLER:** Not that I know of. I'm not really sure what that is. What is it?



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**AGENT:** It's a TOOL we use here at ABC Realty to make sure all of our LISTINGS ACTUALLY SELL!! So are you saying he didn't do a Marketability Score Card on your house? (C)

**CALLER:** That's right, never got one done. How does it work?

**AGENT:** Well it's quite simple, once it's filled out it will tell you what you need to do to GET YOUR HOUSE SOLD. That's why our listings SELL!! (C)

**CALLER:** How hard is it to get one? Can you send me one in the mail?

**AGENT:** Not really but I could do this...I don't mind. Why don't we set up some time to get together, I'll take a close look at your house and complete the Marketability Score Card. We can then go over the results and you can do as you please with the information. It doesn't cost you anything other than a little time. Whattya think? Want to get together? (D)

**CALLER:** Sure that sounds great. How much time will it take?

**AGENT:** As little as 30 Minutes or more depending on how many questions you might have. I'm planning to be over your way next Thursday, would the morning be good for you or would you prefer something in the afternoon? (D)

**CALLER:** The earliest I could meet would be 2:30, would that be ok?

**AGENT:** I could be there right at 3:15, if that would work. That's Thursday the 25th. Right? (D)

**CALLER:** Yes it is.

**AGENT:** Let me give you my contact information....etc...I'll see you Thursday at 3:15. Thanks so much. (D)

**CALLER:** Thank you too and I look forward to meeting with you.

**AGENT:** Bye Bye.