**Expired Listing Call Script with Creative Financing Options**

**Agent:**

*“Hello, [Homeowner’s Name]? My name is [Your Name] with [Your Brokerage]. I noticed your home was on the market but didn’t sell, and I wanted to check in—are you still interested in selling?”*

**(Wait for their response—if they say yes, continue. If no, ask if they have future plans to sell.)**

**Step 1: Build Rapport & Acknowledge Their Frustration**

*“I completely understand how frustrating that must be. Many homeowners in your situation feel disappointed or even misled. If you don’t mind me asking, what do you think went wrong with your last listing?”*

(Actively listen and let them express their concerns.)

**Step 2: Offer Solutions—Including Creative Financing**

*“I specialize in helping homeowners whose homes didn’t sell the first time. Often, it comes down to pricing, marketing, or exposure to the right buyers. But sometimes, the traditional way of selling isn’t the best fit—especially in today’s market. Have you ever considered alternative selling options, like creative financing?”*

(If they ask what that means, explain simply:)

*“Creative financing includes options like seller financing, lease-to-own, or subject-to transactions, where we can attract serious buyers who might not qualify for a traditional loan but are still eager to purchase. This can help you sell faster, avoid high carrying costs, and sometimes even get a better price. Would you be open to discussing how this could work for you?”*

**Step 3: Differentiate Yourself & Show Your Value**

*“Beyond traditional listings, I offer customized selling strategies tailored to each homeowner’s unique situation. Whether it’s an aggressive marketing plan, targeted advertising, or creative financing, I focus on getting results. Let’s set up a quick time to go over your options—no pressure, just valuable insights.”*

**Step 4: Set the Appointment**

*“I’d love to stop by and share how I’ve helped others in your situation. I’ll be in your area on [Day]—would [Time] or [Alternative Time] work better for you?”*

(If they hesitate, reassure them with a no-obligation approach.)

*“I totally get that you might want to take a step back, but a quick conversation might open up new opportunities you hadn’t considered. Would you be open to just 15 minutes?”*

**Step 5: Overcoming Common Objections**

**“We’re going to relist with the same agent.”**

*“I respect that. Before you do, would you be open to a second opinion? Many sellers I’ve worked with were surprised at the additional options they had that their previous agent never discussed, including creative financing solutions that attract more buyers.”*

**“We’re taking a break from selling.”**

*“That makes sense. Just so you know, the market is shifting, and sometimes timing can mean the difference between getting top dollar or losing value. Would you be open to a quick chat about ways to sell without having to relist traditionally?”*

**“We decided not to sell anymore.”**

*“I understand. Out of curiosity, is it because of the market, pricing concerns, or something else? If getting the right price was an issue, we might have solutions that don’t involve reducing your price—like seller financing, where you can still get full asking price and even earn interest on your equity. Would you like to explore that option?”*

**“We’re just going to sell it ourselves (FSBO).”**

*“I respect that! Selling on your own can be a challenge, but I’d love to share some strategies that could help—like attracting buyers who can pay higher with alternative financing. Even if you handle the sale yourself, I can still be a resource.”*

**Final Close**

*“No matter what you decide, I’d love to be a resource for you. I’ll send you some quick info on different selling strategies. What’s the best email to send that to?”*

(Collect their email and follow up with a personalized message.)

**Key Takeaways for Your Team:**

 1. **Empathize & Listen** – Let the homeowner vent and validate their concerns.

 2. **Provide Options, Including Creative Financing** – Some sellers don’t realize they have alternative paths to selling.

 3. **Differentiate Yourself** – Stand out by offering unique solutions.

 4. **Stay Persistent & Add Value** – Even if they don’t list now, position yourself as their best future option.