



EXPIRED

TURNING ~~"NO"~~ INTO ✓ "NOW"

THE FSBO & EXPIRED GAME PLAN

Why FSBOs and Expired Listings Matter

When it comes to finding "now" business, FSBOs (For Sale By Owner) and Expired Listings are gold. These homeowners have already raised their hands—they've made the decision to sell. They just haven't found the right path... yet.

While they may resist help initially, most eventually turn to a professional. That's where you come in. With persistence, patience, and value, you can win their trust—and their listing.

FSBOs by the Numbers (NAR Report)

- Only 8% of homes are FSBOs.
- 39% of FSBOs cite avoiding commission fees as their #1 reason.
- Agent-listed homes sell faster (69 vs. 88 days) and for more (23% more).
- 33% of FSBOs sell to a friend or family member.
- 90% of FSBOs eventually list with an agent.

Step 1: Acquire the Opportunities

Finding FSBOs:

- Drive your farm area and take note of FSBO yard signs.
- Use Zillow's "Make Me Move" section.
- Browse FSBO-specific websites:
 - TheRedX.com
 - MojoSells.com

(Leave space for local sources you may use.)

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Finding Expireds

- Set up a Hot Sheet in your MLS.
- Enter criteria for your farm or ideal seller profile.
- Check status changes each morning—early calls win!

Step 2: Build the Relationship

Goal: Exchange Value, Find Motivation, Solve Problems

Most FSBOs and Expireds will be guarded. That's okay. Expect resistance—it's natural. Your job is to provide genuine value that earns trust.

FSBO: Value-First Script

Approach: Offer to preview the home for buyers, not to list it.

"Hi, my name is [Agent Name] with The Scofield Group. I saw you're selling your house and would love to preview it. I'm not calling to list it—I just like to stay familiar with everything available in the neighborhood, including non-MLS homes.

If I see a match with my buyers, I'd love to bring them by. I can also provide a market update on homes in your price range so you know what you're competing with. Would later today or tomorrow work better for me to stop by?"

Overcoming Pushback

FSBO: "Just check the pictures online."

Response: "I understand completely. However, my buyers expect me to preview homes before I recommend them. A quick walkthrough helps me see if it fits. I can stop by today at [time] or tomorrow at [time]—which works better for you?"

Step 3: Bring Items of Value

For FSBOs:

- Seller Checklist (what to prepare before showings)
- Marketing Guide: Open house tips, online listing strategy
- Neighborhood market update or CMA

For Expireds:

- Confirm status via MLS before contact
- Approach with empathy, not a pitch
- Updated CMA with analysis on why their home didn't sell

Expired Script

"Hello, this is [Agent Name] with The Scofield Group. I noticed your home recently came off the market. Do you still want to sell it?"

Your home is in my market area, and I'd love to help uncover why it didn't sell the first time. I can do a free analysis and provide a game plan to relaunch it effectively. Would today or tomorrow be better for me to stop by for a few minutes?"

Step 4: Discover Motivation

Ask key questions that uncover their timeline, pricing, and strategy.

Questions to Ask FSBOs:

- "Where are you moving once your home sells?"
- "Do you have a specific time you need to be there?"
- "What happens if your home doesn't sell?"
- "How did you arrive at your current price?"
- "How long have you been marketing it on your own?"
- "What methods are you using to attract buyers?"
- "Are you open to hearing how I help sellers net more, even after commission?"

Questions for Expireds:

- "What feedback did you receive during the last listing?"
- "Did you have a lot of showings, or was activity low?"
- "Was pricing, marketing, or communication the issue?"
- "What are your goals with this home now?"

Final Word: Consistency Wins

FSBOs and Expireds are opportunities wrapped in resistance. Your job is to educate, connect, and provide real value—consistently.

- ✓ Be early.
- ✓ Be persistent.
- ✓ Be valuable.
- ✓ Be the solution.

🏠 They've already decided to sell. Now help them decide that you are the agent to get it done. Let's go!