

Expired Listing Appointment Checklist

Everything to prepare and cover when you meet an expired seller

BEFORE THE APPOINTMENT

Run a fresh CMA — comps from last 60 days, same area and price range

Show them exactly where the market is today vs. when they originally listed. Data wins.

CRITICAL

Research their original listing — photos, DOM, price reductions, showing a

Pull the original MLS entry. Count the photos. Note how many times the price dropped.

CRITICAL

Prepare your specific diagnosis — 2-3 fixable issues, with evidence

Price vs. market, photo count, showing availability, marketing reach. Specifics signal competence.

CRITICAL

Bring the original MLS listing printout and your CMA side by side

Visual comparison makes the pricing and marketing conversation much easier to have.

HIGH

Prepare the listing agreement pre-filled with their address

Have it ready. Do not lead with it — pull it out when the time is right.

HIGH

Send pre-appointment confirmation text with a brief agenda

"Looking forward to seeing you at [time]. Bringing the market analysis and what I found."

STANDARD

AT THE APPOINTMENT

Open with empathy — acknowledge their experience before anything else

"I know this process has been frustrating and I appreciate you giving me the time."

CRITICAL

Ask the diagnostic question first — what do THEY think went wrong

Their answer tells you what to address first and what they most need to hear.

CRITICAL

Present your diagnosis with specific evidence — not generic claims

Show the comp data. Show the original photo count. Show DOM vs. neighborhood average.

CRITICAL

Walk through your marketing plan — what you will do differently

Professional photography, pricing strategy, social ads, buyer database, showing availability.

CRITICAL

**Handle the pricing conversation with data — never emotion**

Show expired comps nearby. "Homes overpriced by 5% or more averaged 90+ days on market."

CRITICAL**Ask for the listing directly before leaving**

Do not leave without asking. "Are you ready to give this another shot and do it right this time?"

CRITICAL**AFTER THE APPOINTMENT****If they sign — execute listing launch checklist immediately**

Schedule photography within 48 hours. Momentum is critical after a failed listing.

CRITICAL**If they do not sign — continue the follow-up sequence in GHL**

Not signing today is not a no. Most expires decide within 30 days of expiration.

HIGH**Send a follow-up email recapping your key points within 2 hours**

Brief — 3-4 sentences. "Great meeting you today. As discussed, here is my key recommendation..."

HIGH**Add to GHL long-term nurture if not ready — monthly market updates**

Set the 12-month sequence. Many expires become listings 3-6 months after first contact.

HIGH**Notes**