

Expired Daily Prospecting Checklist

Your morning routine for finding and contacting expired listings

MORNING RESEARCH (7:00–7:30 AM)

Pull expired listings from MLS — filter last 24 hours

Status = Expired, residential, your target zip codes. Sort high to low price — higher-priced expirés are often more motivated.

CRITICAL

Cross-reference county appraisal district for owner contact info

The MLS shows the listing agent, not the owner. Pull owner name and mailing address from the appraisal district.

CRITICAL

Research each property — pull comps and full MLS price history

How long listed? Price reductions? Original vs. final price? Current estimated market value?

CRITICAL

Check flood zone for each property before calling

Know the flood zone designation before you arrive. Demonstrates thoroughness to the seller.

HIGH

Prepare a brief property-specific note for each call

One specific thing you noticed about their listing. Specificity wins appointments over generic pitches.

HIGH

PROSPECTING BLOCK (7:30–9:00 AM AND/OR 5:00–7:00 PM)

Make minimum 2 contact attempts per expired lead

Call first. Voicemail on day 1 only. Text follow-up 2 hours after voicemail if no callback.

CRITICAL

Lead with empathy — acknowledge their frustration before your pitch

Open with: "I know your home coming off the market is not what you planned." Disarms defensiveness.

CRITICAL

Ask diagnostic questions before presenting any solutions

What do they think went wrong? Their answer shapes your entire approach.

CRITICAL

Handle objections using the prepared responses — practice weekly

Know all 8 common objections and responses before you dial. Never wing it.

HIGH

Ask for a 20-minute meeting — not a full listing appointment

Lower the threshold. "Just 20 minutes to show you what I found" converts better than "listing appointment."

HIGH

SAME-DAY FOLLOW-UP ACTIONS



Send physical mailer same day as first call attempt

Postcard or letter. Keep it simple: "I noticed your home came off the market. I have a plan."

HIGH



Log every contact and outcome in GHL CRM immediately

Tag: Called, No Answer, Interested, Not Ready. Set next follow-up task before closing the record.

CRITICAL



Add all new expireds to the 30-day follow-up sequence in GHL

Day 1, 2, 5, 7, 14, 21, 30 touchpoints. Set it and let GHL automate the sequence.

CRITICAL

Notes