**Payday Candy Bar Campaign for expired listings**

You can either write this on a personal note to the seller and attach it to your business card and a payday candy bar or record the below message in a video and put in on a thumb drive that you drop off attached to your business card and a payday candy bar.

**“Hi Mr/Mrs. Seller! My name is \_\_\_\_\_\_\_\_\_\_ and I work with \_\_\_\_\_\_\_\_\_\_\_\_ Realty. I saw that the listing on your house expired today and I am hoping that the next time that I get the chance to contribute to a PayDay in your life it’s because I get the opportunity to sell your house. As you have already found out since your property was for sale for the past 6 months and expired it is more than difficult to separate yourself from the overwhelming amount of competition in today’s market and I face that same challenge every day with other Realtors when good houses like yours show up in my expired properties list. But I am hoping that this small example shows you that I know how to separate from the competition and I can do the same for your house if you still want to sell. I have attached my business card and I will be following up tomorrow. Please feel free to reach out in the mean time if you are serious about selling. I look forward to hearing from you and getting the opportunity to present my marketing plan for your home to get the job done this time!”**