

7 Proven Real Estate Cold Calling Scripts

1. Expired Listing Cold Calling Script

Hi, is this the homeowner? I'm [your name] with [your company].

You know, I work in [neighborhood], and I noticed that your home was no longer for sale. Are you planning to put it back on the market?

Listen—they will sometimes say “maybe later” or “not for a while.”

I can understand why you might feel pretty discouraged—it's a great house. Any idea why it didn't sell? Did you get any offers?

Listen to what they have to say.

I was just surprised to see it on the market for [how many] days. I assumed it would be gone in a few weeks. What made you all decide to sell? Where are you moving to?

I know you've likely had quite a few agents calling you, but as I said, I've worked in the neighborhood for [#] years, I know this neighborhood, I've sold homes in this neighborhood, and I'd love a chance to sell your home or at least take a tour and see what might be holding it back.

Would you mind if I came by this Saturday at [specific time]? I'm happy to give you some feedback.

Source: REDX



2. Basic FSBO Cold Calling Script

AGENT:

Hello, this is [your name] calling from [brokerage]. I noticed you have a house for sale in my coverage area. Is it still available?

LEAD:

Yes.

AGENT:

Great, are you working with real estate agents?

LEAD:

No.

AGENT:

OK, I know the area well, and I'm wondering how much you're asking for the house?

LEAD:

\$264,900.

AGENT:

If I had a buyer who would be a fit, would that be helpful for you?

LEAD:

Yes.

AGENT:

Great. What I'd like to do is schedule a time to come by and look at the house to see if it would work for any of my clients. I'd also like to share some of the things we do to help people who are selling their own homes, like yourself. Do you have time this afternoon, or would tomorrow work better for you?

LEAD:

You know, I really don't want to work with an agent. If you have someone who's serious, you can send them by, but I'm not looking to sit down for a sales pitch with an agent.

Basic FSBO Cold Calling Script (cont'd)

LEAD:

Well, basically what we're trying to do is break even. We bought the house two years ago, and the value hasn't really gone up.

AGENT:

So, what is the main reason for your sale?

LEAD:

No, I've been transferred. We're moving to Arkansas.

AGENT:

Oh, congratulations. And when will you need to be in Arkansas?

LEAD:

We need to be in Little Rock in 90 days.

AGENT:

Gotcha. So the clock's ticking for you. And if the house doesn't sell in 90 days, what's your plan B?

LEAD:

Well, we're going to have to go—the house will just be empty.

AGENT:

Oh, yeah, I'd hate to have that happen to you. If I could sell the house, have you break even, and get it done before you get to Arkansas, would that be a win for you?

LEAD:

Yeah.

AGENT:

OK, perfect. Why don't we meet? I'd love to see if I can do that for you. I'll be 100% honest with you. If I can do it, I'll let you know. If I can't, I'll let you know that as well. How does that sound?

Basic FSBO Cold Calling Script (cont'd)

LEAD:

Yeah, that's fine. If you want to give it a shot, you can come on over.

AGENT:

Awesome, thank you. I'll see you this afternoon at four. Will that work?

LEAD:

Sure, see you then.

Source: David Hill

3. Advanced FSBO Script: The Diagnostic

Hi, this is [name] from [brokerage]. I noticed you have a home for sale at [address]. Is it still available? May I speak with the owner of the house?

I understand you're selling the home by yourself, and I respect that. I was just wondering if you are cooperating with buyer's agents? And by cooperating I mean, if one of my clients were to make an offer, are you willing to pay me the standard [insert your percentage here] commission in our area for a buyer side only?

If yes:

OK, that's great! Could you tell me a little more about your home?

Ask about details such as room size, age of home, what the neighborhood is like, etc.

I have a few buyers right now, and I think that they could be interested in your home. Is there a time I could come by and take a look at the property before bringing my clients?

Advanced FSBO Script: The Diagnostic (cont'd)

If no:

I understand. By the way, I was wondering how much you're asking for the house?

(\$xxx,xxx)

Let me ask you something. What made you decide to sell your home without hiring a professional agent, and without cooperating with buyer's agents?

(I don't want to pay that much for a real estate agent, I had a bad experience with an agent, my son is a computer wiz who can list the home online, etc.)

I see. In fact, you're not the only one that feels that way. Lots of folks who are selling their own homes have told me the exact same thing. Again, I respect your decision to sell on your own. But assuming that I could show you a way that I could net the [\$xxx,xxx] you want for the house, possibly even more, by using our marketing plan, would you be open to it?

(I just want to get rid of my home, I don't want to complicate things, a lot of Realtors have told me the same thing, etc.)

I hear you. If I may ask, what's the main reason for your sale?

(We're moving to a home closer to my workplace, we're downsizing, we don't like this neighborhood, the monthly payment is too high, etc.)

OK, that makes sense. [Congratulate the buyer if the move is a positive one]. And when do you need to be in your new home?

(In 2-3 months.)

Advanced FSBO Script: The Diagnostic (cont'd)

Gotcha. So you have at most [number of days] to sell your home, do all the paperwork, and deal with the move. So what happens if your home doesn't sell by then? Do you have a backup plan?

(I don't know, I'd rather not think about it, we'll deal with it as we go along, stay with my parents, rent an apartment, etc.)

Sounds like you're not too happy about any of those options. Hypothetically, let's say that I was able to sell your home, get you the highest amount the market is willing to pay for it, and help you avoid [unpleasant backup option]. Would that be a win for you?

(If you could do all of that, yeah, I guess it would.)

Tell you what: Why don't we meet for a short 20-minute chat? We'll take a look at your situation, do a property analysis, and I'll let you know if I can make it happen. If I can't, I won't waste your time. I'll tell you immediately.

(OK, why not? Let's see what you have.)

Great! I'm available this afternoon at 5 p.m. Would that work for you?

Source: AgentFire

4. Circle Prospecting Cold Calling Script

Hello, is this [Mr./Mrs. Name]? Hey, [Mr./Mrs. Name], this is [your name] with [your company].

How are you today? That's good. Me too. Just enjoying this good weather outside. Isn't it gorgeous today?

Pause and let them talk. Listen to what they say. Chances are high that you get into a conversation about the weather, back and forth. This will set the comfort level of the call. If it's raining, talk about how nasty it is today. Adjust your opening to what the current weather is doing. When this part of the conversation is over, transition into the reason for your call.

Well look, I don't want to take up too much of your time today, but I wanted to let you know [market information, like "a house/condo was just listed in your neighborhood/complex" or "a house/condo just sold in your neighborhood/complex"]. I didn't know if there was anything I could do for you regarding buying or selling real estate at this time.

Pause and listen. If they say yes, follow up and make a deal happen. If they say no, continue below.

I gotcha. Well, is there an agent in the area that you would work with if you did buy or sell in the area?

If the answer is no: OK, well one day you will want to buy or sell, and I would like the opportunity to work with you when that day comes. Would it be OK if we stayed in touch?

If they say yes: Great! What is your email address?

Awesome. Thanks so much. I look forward to speaking again soon!

Source: Ricky Carruth



5. Open House Invitation Cold Calling Script

Hi, my name is [name] with [brokerage].

I wanted to let you know about an open house event we are going to be holding for the [owner name] family over on [address] this [day] from [start time] to [end time]. You know where that is? I wanted to invite you to come by and take a look. [Mention any special treats or refreshments, etc.] And also I wanted to find out a few things from you:

Choose one question from the list to focus on:

Do you know anyone who would like to move into our area? What are they looking for in a new home?

Just out of curiosity, when do you think you might be ready to make a move of your own?

- *(If their time frame is 60 days or less:* It sounds like our next step would be to schedule a time to get together and discuss the best way to make all this happen for you. Which would be the best time for us to get together, Monday at 4:15 p.m. or Tuesday at 4:15 p.m.?)

How long have you lived here? Where did you move from? What brought you to this area?

- If you were to move again, where do you think you would go next?
- And how soon would you like to do that?
- *If their time frame is 60 days or less:* It sounds like our next step would be to set up a time to get together and discuss the best way to make all this happen for you. Which would be the best time for us to get together, Monday at 4:15 p.m. or Tuesday at 4:15 p.m.?
- *If their time frame is 60 days or more:* Fantastic! I look forward to hearing more about that at the open house on [date and time]!

Source: Kevin Ward

6. Script Responding to an Online Buyer Query

Hi, I'm [name] with [brokerage]. I received your information from the form you filled out online requesting [a neighborhood report/property information]. Do you remember filling out this form? Is now a good time to talk?

I called to confirm that you received the information I sent you, introduce myself, and answer any questions you might have. I have been an agent in [area] for [x] years. Last year was a record for me, actually—I sold [x] homes and helped [x] people find new homes, many in the area you're interested in. That community is truly unique; it offers [list features of the neighborhood/community].

I know for a fact that some new homes are coming on the market soon in [community of interest to the lead]. Would you be interested in seeing some of them or perhaps meeting to discuss your home-buying needs?

Source: *Fit Small Business*

7. Voicemail Scripts

Hi [first name], this is [name] with [brokerage].

I'm calling because [reason for calling], and I would love to hear your thoughts. I will follow up with you [how and when], or you can call me back at [number]. I look forward to connecting with you soon!

Or, if it's a second call:

Hi [first name], this is [name]. You mentioned [fill in the blank] when we spoke last week. I just wanted to follow up with you and see how things went. Let's talk again soon!