

# Real Estate Scripts

## *For everyday clients*

### 1. Buyers

**AGENT:**

Hi there! I'm [Your Name], a real estate agent with [Your Company]. Is this [Buyer's Name]?

**BUYER:**

Yes, it is.

**AGENT:**

Fantastic! How are you today?

**BUYER:**

I'm doing well, thanks. How about yourself?

**AGENT:**

I'm great, thank you for asking! I understand you're exploring the possibility of buying a property. Do you have a few minutes to chat about what you're looking for?

**BUYER:**

Sure, I have some time.

**AGENT:**

Wonderful! To start, may I ask what's motivating your move right now?

**BUYER:**

[Buyer explains their situation.]

**AGENT:**

That makes a lot of sense. Finding the right home to match your needs is crucial. Have you identified any specific areas you're interested in, or are you still exploring your options?

**BUYER:**

*[Buyer provides details.]*

**AGENT:**

*[Area]* is a great choice. Are there specific features or amenities you're looking for in your new home?

**BUYER:**

*[Buyer provides details.]*

**AGENT:**

Excellent! These details really help me understand what you're looking for. I can provide you with a personalized list of properties that match your criteria. Also, I offer a complimentary comparative market analysis to my clients, which could be very helpful in understanding the market better. How does that sound?

**BUYER:**

That sounds good.

**AGENT:**

Perfect! I'd love to discuss this further and dive into more details. Could we schedule a time for a coffee meeting or a Zoom call, whichever you prefer?

**BUYER:**

*[Zoom call/in-person]* works for me.

**AGENT:**

Great. How does *[Time Options]* work for you?

**BUYER:**

*[They provide a time.]*

**AGENT:**

Fantastic! I've got us down for *[confirmed time and date]*. Can I have your email to send you the *[Zoom link/in-person meetup details]* and a brief introduction to the properties we'll discuss?

**BUYER:**

Sure. It's *[email]*.

**AGENT:**

Got it. I'll send that over to you. I'm really looking forward to helping you find your ideal home. If you have any questions before our meeting, feel free to reach out. Here's my contact information: *[your contact information]*.

**BUYER:**

Thank you. I appreciate your help.

**AGENT:**

It's my pleasure, *[Buyer's Name]*. Talk to you soon!

## 2. Sellers

**AGENT:**

Hello! May I speak with *[Seller's Name]*?

**SELLER:**

Speaking.

**AGENT:**

Hi, *[Seller's Name]*! I'm *[Your Name]*, a real estate agent with *[Your Company]*. I'm reaching out because I've noticed you're considering selling your property, and I'd like to offer my expertise and support in this process. Do you have a moment to talk about your plans for selling?

**SELLER:**

Yes, I've been thinking about selling, but I'm not sure where to start.

**AGENT:**

That's exactly what I'm here for. Selling a home can seem overwhelming, but with the right strategy, it can be a smooth and rewarding process. May I ask what's prompting you to sell at this time?

**SELLER:**

*[Seller explains their situation.]*

**AGENT:**

Thank you for sharing that with me. Understanding your motivations helps me tailor my approach to suit your needs. Have you thought about when you'd like to sell or any other goals you have in mind for this sale?

**SELLER:**

*[Seller provides details.]*

**AGENT:**

Great, those are important factors to consider. I specialize in *[Your Niche]* and have a track record of helping sellers in *[Area/Your Niche]* achieve their goals. I'd like to offer you a complimentary comparative market analysis to give you an idea of what your property could sell for in today's market. How does that sound?

**SELLER:**

That sounds helpful.

**AGENT:**

Perfect! I'd also love to meet with you, either in person over coffee or via a Zoom call, to discuss your selling strategy in more detail and answer any questions you might have. This way, we can ensure we're aligned with your expectations and timeline. What works best for you?

**SELLER:**

I think *[a Zoom call/in-person]* would be good.

**AGENT:**

Excellent choice. How does *[Time Options]* work for you?

**SELLER:**

*[They provide a time.]*

**AGENT:**

Fantastic! I've got us scheduled for *[confirmed time and date]*. Could you please provide me with your email address? I'll send over the *[Zoom link/in-person meetup details]* and some preliminary information about the market analysis.

**SELLER:**

Sure. It's *[email]*.

**AGENT:**

Great, I'll send that information over to you. I'm looking forward to our meeting and helping you navigate the selling process. If you have any immediate questions, feel free to reach out to me at *[your contact information]*.

**SELLER:**

Thanks. I'll see you then.

**AGENT:**

Thank you, *[Seller's Name]*. I'm excited about the opportunity to work with you. Have a great day!

### 3. Investors

**AGENT:**

Hello! I'm *[Your Name]* with *[Your Company]*. Is this *[Landlord's Name]*? Could I confirm if you're the owner of the property at *[Property Address]*?

**LANDLORD:**

Yes, that's correct. Why do you ask?

**AGENT:**

I was curious to know if you've considered selling your rental property at this time?

**LANDLORD:**

No, not really.

**AGENT:**

Understood. Would it be of interest to you if I contacted you about a great investment opportunity in the future? It's rare for anyone to pass up a truly good deal.

**LANDLORD:**

I'm not looking to purchase more property at the moment.

**AGENT:**

No problem at all. I often come across excellent property deals that go quickly. Would you be interested in joining my email list? This way, you can have early access to these opportunities when you're ready to invest again. There's no commitment required. I just need your updated contact information.

**LANDLORD:**

Okay, that seems reasonable. Here's how you can contact me: [\[your contact information\]](#).

**AGENT:**

Fantastic! I'll add you to our exclusive property alerts list and check in with you from time to time about any standout properties that hit the market. Just for my notes, can you tell me what types of properties catch your interest most? Are you into single-family homes, condos, or duplexes? Any specific preferences help me tailor the information I send you.

## 4. Renters

**AGENT:**

Hi! I'm [\[Your Name\]](#) from [\[Your Company\]](#). I wanted to know if you've ever thought about owning your own home instead of paying rent.

**RENTER:**

No, we can't afford a house right now.

**AGENT:**

Well, I have access to some nice entry-level homes that are priced well and in great condition. In some cases, depending on the market and loan terms, the mortgage payment can be less than what you're paying for rent.

**RENTER:**

Really? You think you can get us into a house for less than our rent?

**AGENT:**

Yes. I'd like to invite you to attend a first-time homebuyers seminar I'm giving on [\[Date\]](#), at [\[Time\]](#), located at [\[Location\]](#). You'll learn everything you need to know to buy a home, and we'll dive into some down payment assistance resources as well. All I need is your contact information to sign up.

**RENTER:**

That sounds great. Here is my contact information.

**AGENT:**

Thanks! Feel free to contact me anytime. I look forward to seeing you there.

## *For warm & in-person leads*

### 5. Sphere of Influence (SOI) – Touching Base

**AGENT:**

Hi, *[Contact Name]*! This is *[Your Name]*, affiliated with *[Your Company]*. How are you today? Do you have a minute to chat?

**CONTACT:**

Yes, I'm doing well, thanks. Sure, what's up?

**AGENT:**

Thank you, *[Contact Name]*. The reason for my call is to ask a small favor. As you might know, referrals from satisfied clients are incredibly important to my business. I was hoping you might feel comfortable recommending me to anyone you know who might need help buying or selling a home. Could you think of someone right now, perhaps a coworker, friend, or family member, who might be looking to make a move?

*If "Yes"***AGENT:**

That's wonderful! Would you mind if I contacted them directly? Could you share their contact details with me?  
*(Get information.)*

*If "No"***AGENT:**

That's completely fine! I really value your time for considering it. Moving forward, I understand this won't always be at the forefront of your mind. Would it be alright if I checked in with you every few months, just to touch base? No pressure at all, I promise.

*After either spiel***AGENT:**

Thank you so much, *[Contact Name]*. Your support is genuinely appreciated. Remember, if there's ever anything I can do for you, your family, or your friends in terms of real estate, don't hesitate to reach out. I look forward to possibly catching up in a few months, or sooner if you think of someone who could use my services.



## 6. Referrals

**AGENT:**

Hi! Am I speaking to *[Referral Name]*?

**REFERRAL:**

Yes, it is.

**AGENT:**

Great! I'm *[Your Name]*, a friend of *[Referrer's Name]*. They mentioned you're looking into real estate, and I'm actually a real estate agent with *[Your Company]*. How's everything going?

**REFERRAL:**

*[Their response.]*

**AGENT:**

Glad to hear! I'd love to learn a bit about what you're looking for and how I can assist. Do you have a few minutes to chat now, or is there a better time?

**REFERRAL:**

*[They suggest a time or continue the conversation.]*

**AGENT:**

Perfect. Before we dive deeper, could I get your email and the best number to reach you? I promise to keep it just between us.

**REFERRAL:**

*[Provides contact info.]*

**AGENT:**

Thanks, *[Referral Name]*. I'm looking forward to helping you out. Let's touch base *[at the suggested time]*. Have a great day!

## 7. Open house attendees

**AGENT:**

Hi there! I'm [Your Name] from [Your Company]. Is this [Prospect's Name]?

**PROSPECT:**

Yes, this is them.

**AGENT:**

Thanks for visiting our open house at [Property Address]. I assured the homeowners that I'd touch base with all our visitors for their impressions. Could you spare a moment for a few questions?

**PROSPECT:**

Sure, go ahead.

**AGENT:**

What were your thoughts on the property? Did it align with what you're looking for?

**PROSPECT:**

It was alright, but it didn't quite match our taste.

**AGENT:**

Understood. How did you come across the open house announcement?

**PROSPECT:**

We noticed the advertisement.

**AGENT:**

It seems like you're on the hunt for the perfect home at a fair price. Did you know that by searching independently, you're only scratching the surface of available homes? Many of our exclusive listings are offered to preferred clients before they're even listed on the MLS or showcased at open houses. If you're truly committed to finding your ideal home at the right price, how about we schedule a time for you to come by my office? We can have a chat over coffee and pinpoint exactly what you're searching for. This way, you'll be the first to know about prime properties the moment they hit the market.

**PROSPECT:**

Yes, that would be great! We keep getting to homes too late to make an offer.

**AGENT:**

Fantastic. And I hear you; it's a tight market! But there are still homes out there. I'm available *[Time Options]*. Which suits you best?

**PROSPECT:**

*[Time and date]* works for me.

**AGENT:**

Excellent. I'll need to ask a few questions to ensure our meeting is as productive as possible:

Do you currently own your home, or are you renting?

If you own, will you need to sell your current home before purchasing a new one? Or, if renting, when does your lease end?

What's your budget for the new home?

Have you been prequalified for a mortgage yet?

What's your timeline for moving?

Are you already working with another real estate agent?

*(If yes)* Do you have a contractual agreement with them?

**PROSPECT:**

*[They provide answers.]*

**AGENT:**

Great, thanks! This gives us a solid foundation to start from. I'm looking forward to our meeting on *[Date]*. I'll send over my office address shortly. How do you prefer to be contacted, by email or text? Here's my contact info in case you need to reach out before our meeting: *[your contact information]*. See you soon!

## 8. Networking or event follow-up

**AGENT:**

Hi, *[Contact Name]*! This is *[Your Name]* from *[Your Company]*. We met recently at *[Event Name]*. How are you today?

**CONTACT:**

Great to hear from you. I'm doing great. You?

**AGENT:**

I'm glad to hear that; same here! I really enjoyed our conversation about *[discussion]*. It got me thinking about how we might be able to support each other's goals. Have you had any more thoughts since our chat?

**CONTACT:**

*[Shares their thoughts.]*

**AGENT:**

That's interesting. From what you've told me, it sounds like there could be some synergy between what you're looking for and the services I provide. For instance, if you're considering investing in real estate or know someone who is, I'd be happy to share my market insights and how I can assist.

**CONTACT:**

*[Shows interest or asks for more information.]*

**AGENT:**

Would it be possible to meet for coffee or a quick call next week? I think it could be valuable to explore this further and see how we can help each other out.

**CONTACT:**

*[Agrees or suggests a time.]*

**AGENT:**

Great, I'll set that up. Before we go, can I confirm the best number and email to reach you? I'd like to send a calendar invite and a brief overview of what I can offer.

**CONTACT:**

*[Provides contact information.]*

**AGENT:**

Perfect, *[Contact Name]*. I'm looking forward to our meeting and seeing where this conversation can take us. Thanks again for your time today, and I'll be in touch with those details shortly.

## *For cold leads/prospecting*

### 9. Circle prospecting

**AGENT:**

Hello! May I speak with *[Homeowner Name]*?

**HOMEOWNER:**

This is them.

**AGENT:**

Hi, *[Homeowner Name]*! I'm *[Your Name]* with *[Your Company]*. I hope I'm not catching you at a bad time. I'm reaching out to your neighborhood because I recently had the privilege of selling a home just around the corner from you at *[Address of Sold Listing]*. Have you heard about the sale?

**HOMEOWNER:**

*[They respond, possibly with interest or indifference.]*

**AGENT:**

Yes, it was a great success, and it got me thinking about how I could assist others in the neighborhood. Real estate in *[Area]* is quite dynamic right now. By any chance, have you considered selling your home or been curious about the current market value?

**HOMEOWNER:**

*[They express interest or decline.]*

***If interested***

**AGENT:**

That's great to hear! I'd love to provide you with a no-obligation market analysis to show you what your property could fetch in today's market. It's a great time to sell, and knowing your home's value is the first step.

***If uninterested***

**AGENT:**

I understand; not everyone is looking to sell right now. But if you're ever curious about the market or need any real estate advice, I'm here in the neighborhood and happy to help.

*After either spiel*

**AGENT:**

Before I let you go, might you know anyone in the area who might be thinking of selling or buying? We're seeing a lot of activity, and it's a great time for real estate decisions.

**HOMEOWNER:**

*[They might refer someone or not.]*

**AGENT:**

Thank you for your time, *[Homeowner Name]*. Can I add you to my email list for future events and fresh listings? Now you've got my contact information in case you or someone you know needs assistance.

**HOMEOWNER:**

Sure, that sounds okay.

**AGENT:**

Perfect. Thank you so much for your time, and have a great day!

## 10. For Sale by Owner (FSBO)

**AGENT:**

Hello! I'm *[Your Name]* from *[Your Company]*. Could I confirm if you own the property at *[Property Address]*?

**FSBO:**

Yes, that's me. What's this about?

**AGENT:**

I was curious if you've ever thought about partnering with a real estate agent?

**FSBO:**

Ugh. No, I haven't.

**AGENT:**

I see. Just for argument's sake, if I could secure a higher selling price than you might get on your own, would you be open to a conversation?

**FSBO:**

How can you be so sure? What do you believe my property is worth?

**AGENT:**

Without having seen your property, I can't say for certain. However, my marketing strategy is designed to maximize exposure. The greater the interest, the higher the potential selling price. How about I drop by for a no-pressure, highest-price analysis? All I need is a brief tour of your home and a chance to share my approach for fetching you the best price. I'll leave the comparative market analysis with you to decide.

**FSBO:**

I'm not keen on pushy sales tactics, but I'm willing to listen if there's no commitment required.

**AGENT:**

Absolutely no commitment. To ensure your safety during showings, I'll also bring along a Security Checklist. It's crucial to stay safe with visitors in your home. I'm available to meet at [\[Time Options\]](#), whichever suits you better.

## 11. Expired listings

**AGENT:**

Hello! I'm [\[Your Name\]](#) from [\[Your Company\]](#). I'm reaching out to check if your property has been sold.

**EXPIRED:**

No, it hasn't.



**AGENT:**

Are you still interested in selling it, or have you decided against it?

**EXPIRED:**

No, we've decided to withdraw it from the market for now.

**AGENT:**

I understand. Just out of curiosity, if I had a potential buyer, would you still be open to considering an offer?

**EXPIRED:**

Why do you ask? Do you have someone interested?

**AGENT:**

While I haven't personally viewed your property yet, I represent clients currently looking in your neighborhood. Should they express interest, would you be open to considering their offer?

**EXPIRED:**

How come you didn't show it to your buyers when it was listed?

**AGENT:**

Our approach prioritizes new listings first. Once we've explored those options, we then extend our search to include other suitable properties for our clients. I'd like to come by and preview your home to see if it fits any of my clients' requirements. How does *[Time Options]* work for you?

**EXPIRED:**

Can't you just bring your buyers directly? I'm not signing any agreements.

**AGENT:**

I prefer ensuring a good fit before arranging any visits to respect both your time and that of my clients. A brief preview by me would be the first step. Might *[Alternative Schedule]* work for you?

**EXPIRED:**

*[Date Schedule]* is better, I suppose. Maybe around *[Time Schedule]*.

**AGENT:**

Excellent. I'm also curious, what do you think was the reason your home didn't sell?

**EXPIRED:**

The agent didn't market it enough.

**AGENT:**

I hear you. It's frustrating when your home doesn't sell. Did they go through a marketing checklist with you? Together, we can find out exactly why your listing might not have sold. This way, when you're ready to re-enter the market, you'll be prepared to avoid pitfalls. I'd be glad to go through a seller's checklist with you during our meeting on [\[Date Schedule\]](#).

**EXPIRED:**

Alright, that sounds interesting. But I'm still not signing anything right now.

**AGENT:**

Absolutely, there's no pressure to sign anything! Let's first see if your home meets my clients' needs. When I visit, I'll also share how I work to secure the best possible price for our listings. At the least, you'll gain insights into my successful sales strategy. See you at [\[Time and Date Schedule\]](#).

## For online & digital lead conversion

### 12. Internet leads

**AGENT:**

Hello. Is this *[Lead Name]*?

**LEAD:**

Yes, speaking.

**AGENT:**

Hi, *[Lead Name]*. I'm *[Your Name]* with *[Your Company]*. I saw you were looking at homes in *[Area]* on our website. How's your search going so far?

**LEAD:**

*[Shares their experience.]*

**AGENT:**

Finding the right place can be quite the journey. Are there specific features you're looking for in a home, or any must-haves that would make a property stand out to you?

**LEAD:**

*[Describes what they're looking for.]*

**AGENT:**

Great insights, thank you. It helps to know what you're envisioning. We have access to some listings that aren't widely advertised yet but could match your criteria. Plus, I can guide you through the search to make it less overwhelming.

**LEAD:**

*[Shows interest or asks for more information.]*

**AGENT:**

I'd love to share more and help narrow down your options. Could we set up a time to chat more about your needs and how I can assist? What's your schedule like this week?

**LEAD:**

*[Suggests a time or ask for more information.]*

**AGENT:**

Perfect, I've noted that down. Before we go, may I have your best email address? I'll send over some preliminary options and a bit more about how I work with clients to find their perfect home.

**LEAD:**

*[Provides email.]*

**AGENT:**

Thank you, *[Lead Name]*. I'm looking forward to our conversation and to helping you with your home search. You'll see an email from me shortly. In the meantime, feel free to reach out if you have any questions.

## 13. Zillow leads

**AGENT:**

Hello, *[Lead's Name]*! This is *[Your Name]* with *[Your Company]*. I'm reaching out regarding your recent interest in the property at *[Property Address]*, which you saw on Zillow. How are you today?

**LEAD:**

I'm good, thanks. Just looking around for now.

**AGENT:**

Fantastic! I'm glad to hear you're exploring options. What did you think about *[Property Address]*? Do you have any specific questions about the property or anything you'd like to know more about?

**LEAD:**

*[They might ask specific questions or express general interest or concerns.]*

*If they have specific questions***AGENT:**

Great questions! *[Provide detailed answers.]* If you're open to it, I can also arrange for a private viewing of the property at a time that suits you so that you can get a better feel of it. Would that be of interest to you?

*If they express general interest or concerns***AGENT:**

I understand. Finding the right home can be a journey. Besides *[Property Address]*, I have access to several other listings that might meet your criteria. Can I ask what specific features you're looking for in a home?

*After either spiel***AGENT:**

Also, could I get the best email address to send you more detailed information and perhaps some additional listings that match your criteria? And what's your preferred method of communication for future updates?

**LEAD:**

*[They provide contact information and communication preferences.]*

**AGENT:**

Thank you, *[Lead's Name]*. I'll send that information over to you shortly. In the meantime, feel free to reach out with any more questions or if there's anything else I can do to assist in your home search. Looking forward to helping you find the perfect home!

## 14. Social media leads

**AGENT:**

Hello, *[Lead's Name]*. It's *[Your Name]* from *[Your Company]*. I noticed your interest in our property listing on *[Social Media Platform]*. How are you doing today?

**LEAD:**

Hi! I'm doing well, thanks. Just exploring options at the moment.

**AGENT:**

That's great to hear! Exploring is the first step to finding the perfect place. Were you looking for properties in *[Area]*? I saw that's where the property you were interested in is located.

**LEAD:**

Yes, I'm considering *[Area]*, but I'm trying to figure out what fits within my budget.

**AGENT:**

Finding the right fit within your budget is crucial. To help you with this, I can prepare a comparative market analysis for properties in *[Area]*. It'll give you a clear idea of what you can expect within your budget. How does that sound?

**LEAD:**

That sounds helpful, actually.

**AGENT:**

Wonderful! I'd love to go over the analysis with you and discuss your property needs in more detail. How about we meet up for coffee or, if you prefer, have a Zoom call? It's a great way for me to understand exactly what you're looking for.

**LEAD:**

*[Zoom call/in-person]* sounds good. When are you available?

**AGENT:**

I'm available *[provide a couple of time options]*. What works best for you?

**LEAD:**

*[They provide a time.]*

**AGENT:**

Perfect. I've got us scheduled for *[confirmed time and date]*. Can I get the best email to send you the meeting details and my contact information?

**LEAD:**

Sure. It's *[email]*.

**AGENT:**

Excellent. You'll have all the details in your inbox shortly. I'm looking forward to our meeting and helping you navigate your options in [\[Area\]](#). If anything comes up before we meet, feel free to reach out. Here's my contact info: [\[your contact information\]](#).

**LEAD:**

Thanks, I appreciate it. See you then.

**AGENT:**

You're welcome! See you at [\[confirmed time and date\]](#). Have a great day!

## 15. Purchased leads

**AGENT:**

Hello, [\[Lead's Name\]](#)! This is [\[Your Name\]](#) from [\[Your Company\]](#). I hope you're doing well today. I'm reaching out because I saw your interest in finding a home in [\[Area\]](#). Is that right?

**LEAD:**

Yes, I'm looking.

**AGENT:**

Fantastic, thank you! I understand that navigating the real estate market can be overwhelming, especially with so many options and considerations. To make this easier, I offer a personalized service to my clients, including a detailed comparative market analysis. This can give you a clearer picture of what your budget can get you in [\[Area\]](#). Is this something you'd be interested in?

**LEAD:**

Yes, that sounds useful.

**AGENT:**

Great to hear! I'd love to discuss your specific needs and preferences to ensure the analysis is tailored just for you. Could we set up a time for a coffee meeting or a Zoom call? It's a great opportunity for us to dive deeper into your real estate goals.

**LEAD:**

A *[Zoom call/in-person meet]* works for me.

**AGENT:**

Perfect. I have availability at *[Time Options]*. What suits you best?

**LEAD:**

*[They provide a time.]*

**AGENT:**

Excellent. I've scheduled us for *[confirmed time and date]*. May I have your email to send you the *[Zoom link/in-person meetup details]* and a brief overview of what we'll cover?

**LEAD:**

Sure. It's *[email]*.

**AGENT:**

Wonderful! I'll send that over shortly. I'm looking forward to our meeting and helping you find the perfect property in *[Area]*. If you have any questions before our call, don't hesitate to reach out. Here's my contact info: *[your contact information]*.

**LEAD:**

Thanks, I appreciate it.

**AGENT:**

My pleasure! Talk to you on *[confirmed time and date]*. Have a great day!