

Phone Script (Buyers)

Hi [Name], this is [Your Name], I am a real estate agent with [Brokerage].

I saw you were interested in [property/address or area], I just wanted to check in and see if you wanted to view the property? Are you currently working with another agent? Yes /No (Tailor your conversation accordingly)

Great. Are you pre-approved already, or do you need help getting set up with a lender?

What's your ideal move-in timeline?

Are there any must-haves in a home—like location, number of beds, or style?

I can send you a few homes that match what you're looking for and set up showings this week. Would [day/time] work?

I will also set you up on MLS, so you can receive automatic emails as soon as a house that meets your criteria hits the market.

Phone Script (Sellers)

Hi [Name], it's [Your Name] from [Brokerage].

I got your inquiry about selling your home in [area]—just checking in. Do you have a few minutes to chat?

Have you already decided when you'd like to sell, or are you still weighing your options?

Have you had the home evaluated recently?

I'd be happy to prepare a custom valuation and a marketing plan. Can we schedule a 15-minute strategy call or home visit this week or whenever you are free?

Text Messages (Buyer)

Text 1 (Check-in):

Hi [Name], this is [Your Name] — just checking in! Are you still considering buying in [Area], or have plans shifted?

Text 2 (Market):

Hi again! Prices and rates have shifted in [City] — would you like a quick update on what's happening in your price range?

Text 3 (Check-in):

Hi [First Name], have you had a chance to get pre-approved yet? I can connect you with a great local lender if you'd like — it'll give you a clearer picture of your options.

Text Messages (Seller)

Text 1:

Hi [Name], it's [Your Name]. Just checking in — are you still considering selling your home in [Neighborhood], or has that timeline changed?

Text 2:

Hi! Just noticed a home near you sold for \$[X]. Want to see how your home compares?

Text 3:

Hey [First Name], homes in [Area] are selling [quickly/slower] right now — it might be a good time to get in before things shift. Would you like to schedule a call to discuss details?

Follow-up Email (Buyers)

Subject: Great homes in [Area] – Available to tour this week?

Hi [First Name],

Based on what you told me, here are 3 homes I think you'll love in [City/Area].

I'm available to show them [day/time]. Would you like to schedule a tour?

Also, if you're not pre-approved yet, I can connect you with a trusted lender.

Let me know what works for you!

Best,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Follow-up Email (Sellers)

Subject: What's your home worth in today's market?

Hi [First Name],

Thanks again for reaching out about selling your home in [Neighborhood/City]. I just wanted to follow up and see if you're still considering putting your home on the market.

The real estate market in [Area] is moving quickly right now, and homes like yours are in demand. I'd be happy to provide a free home value estimate and walk you through what buyers are currently paying in your neighborhood.

Would you be open to a quick 10–15 minute call this week to discuss your goals and see what's possible?

Looking forward to hearing from you.

Best,

[Your Full Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Follow-up Email (Sellers) No Response

Subject: Just checking in – still thinking about selling?

Hi [First Name],

I didn't hear back from you, so I just wanted to check in.

Are you still thinking about selling your home in [City/Area], or have your plans changed?

Even if you're just researching for now, I'd be happy to provide a no-pressure valuation and walk you through what to expect.

Let me know—happy to help however I can.

Best,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Warm Lead Phone Script (Buyers)

Hi [Name], it's [Your Name] from [Brokerage].

We connected a little while ago about buying a home in [City/Area], and I just wanted to check in—are you still planning a move, or have things shifted?

If they're still planning:

That's great! Where are you in the process—still browsing, or looking more seriously now?

Have you had a chance to talk to a lender yet?

(If not: No worries—I work with a few trusted ones if you want a referral.)

I'd be happy to send you a few listings tailored to your timeline and preferences. Is there anything specific you're looking for—location, price range, must-haves?

If you'd like to set up a brief call or tour next week, we can go over everything and make sure you're on the right track. What's your schedule like?

Warm Lead Phone Script (Sellers)

Hi [Name], it's [Your Name] with [Brokerage].

We connected recently about your home in [Area], and I just wanted to check in. Are you still thinking of selling this year, or just watching the market for now?

Totally understandable—timing is everything. Do you have a rough idea of when you might want to list?

Have you made any updates or changes to the home since we last spoke?

If it helps, I'd be happy to send you a fresh market report or quick home value estimate—just to give you a better sense of where things stand.

No pressure to list yet, but when you're ready, I can walk you through exactly what to expect and how to position your home for top dollar.

Warm Lead Follow-up Email (Buyers)

Subject: Still exploring homes in [Area]?

Hi [Name],

I just wanted to check in and see how your home search is going.

I've come across a few listings in [Area] that match what you're looking for—would you like me to send them over?

Also, if you're still in research mode, I would be happy to guide you through financing, inspections, and more.

Let me know how I can help!

Best,
[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Warm Lead Follow-up Email (Sellers)

Subject: Still planning to sell your home in [Area]?

Hi [First Name],

I just wanted to check in and see how your plans are coming along regarding your home in [Neighborhood/City].

Whether you're still getting the property ready or waiting for the right time, I'd be happy to keep you updated on what's happening in your local market—so when you're ready, you'll be fully informed.

If you'd like, I can also prepare a quick, no-pressure home value report to give you a sense of what similar homes are selling for right now. Let me know if that would be helpful.

I'm here when you're ready—no rush at all!

Best regards,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Warm Lead Follow-up Email (Sellers) No Response

Subject: Curious what your home is worth today?

Hi [First Name],

Hope you're doing well!

Just touching base—still thinking about selling sometime this year?

I've been watching the market in [Area] and noticed a few sales that might affect your home's value. Want me to send over a quick pricing estimate or trends report? No pressure at all—just here to help when you're ready.

Best regards,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Cold Lead Phone Script (Buyers)

Hi [Name], it's [Your Name] from [Brokerage].

We connected a while back ... — just wanted to check in. Are you still exploring the idea of buying, or have your plans shifted?

If they say they're still looking:

That's great. A lot has changed recently in the market — would it be helpful if I sent you an updated list of homes that match your goals?

If unsure:

Totally understand. Even if you're not ready now, I'd be happy to send you occasional updates to keep you informed. Would that be helpful?

When you're ready to jump back in, I can help you get pre-approved and schedule showings quickly—just say the word.

Cold Lead Phone Script (Sellers)

Hi [Name], it's [Your Name] from [Brokerage].

We connected a while ago about your home in [Area]—just checking in to see if you're still thinking about selling, or if things have changed.

If still considering:

Has your timeline shifted, or are you still looking at [season/year]?

The market's changed quite a bit lately. I'd be happy to run a quick value estimate or show you what similar homes nearby have sold for—no obligation.

If unsure or delayed:

Totally understand. Would it be helpful if I checked in every month or so with updates on your neighborhood?

When the time's right, I can help you prepare for a smooth and profitable sale. Let me know how I can support you in the meantime.

Cold Lead Follow-up Email (Buyers)

Hi [First Name],

Just reaching out to see if you're still considering buying a home in [City/Area]—or if your plans have changed.

The market is shifting and there are some great opportunities for buyers right now. If you'd like, I can send you an updated list of homes based on your original criteria—or help you get pre-approved when you're ready.

No pressure—just here to help when the time is right.

Best regards,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]

Cold Lead Follow-up Email (Sellers)

Subject: Curious what your home is worth in today's market?

Hi [First Name],

I know we connected a while back about selling your home in [Neighborhood/City]. I just wanted to check in — are you still thinking about selling, or have your plans changed?

The market has likely changed since we last spoke, and I'd be happy to send you a free, no-obligation comparative market analysis.

If you're still deciding, I also have a helpful guide that outlines how to prepare your home and what to expect from the process. Let me know if you'd like a copy.

Best regards,

[Your Name]

[Your Brokerage] 📞 [Your Phone] ✉️ [Your Email] 🌐 [Your Website or Social Link]