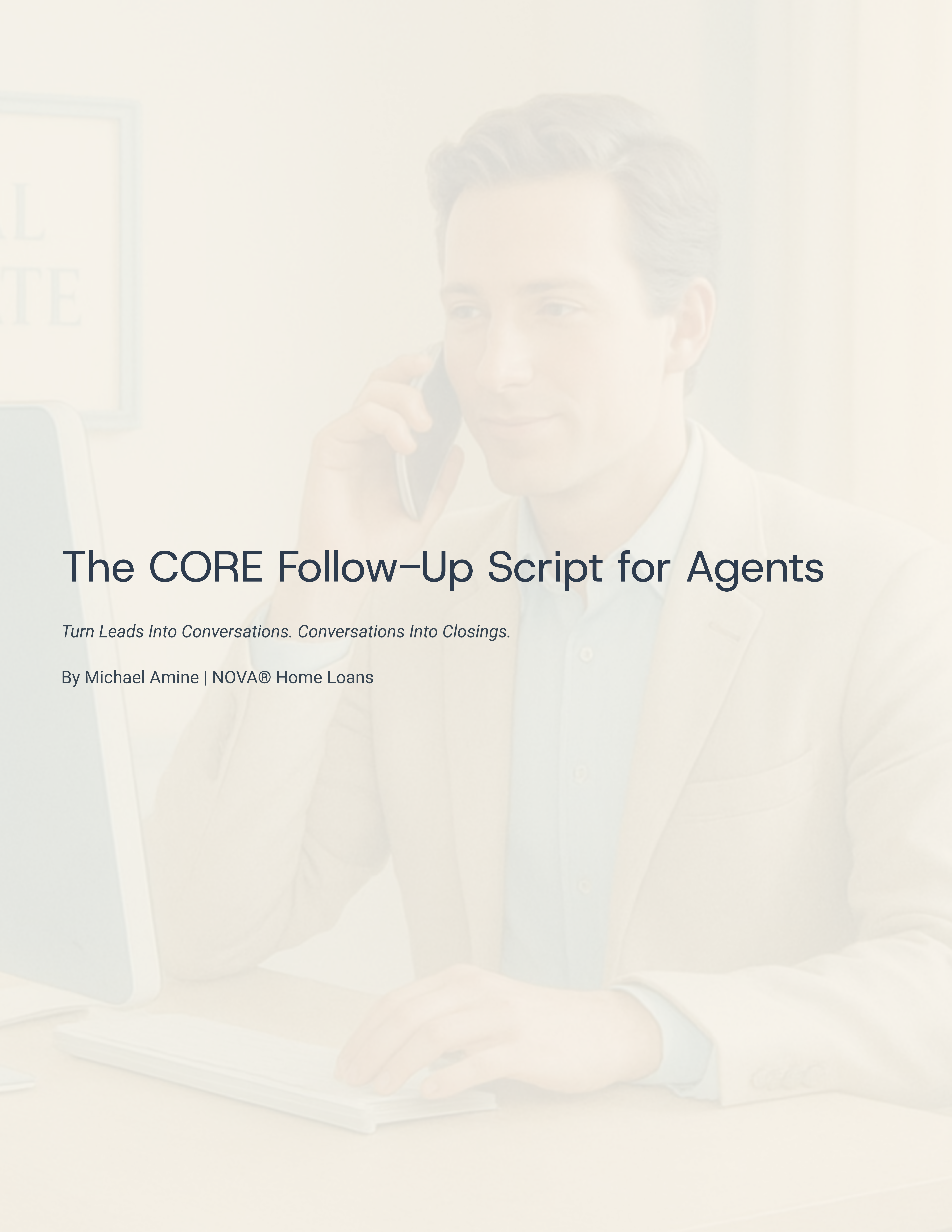


The CORE Follow-Up Script for Agents

Turn Leads Into Conversations. Conversations Into Closings.

By Michael Amine | NOVA® Home Loans

Introduction: Why Follow-Up Is Everything

In real estate, leads are easy to get. It's follow-up that separates top agents from everyone else.

This script—based on principles from Rick Ruby and The CORE Training—is designed to help you follow up like a pro, position yourself with confidence, and convert more conversations into closings.

Use this for new internet leads, re-engaging cold prospects, or checking in after a buyer consultation.

Section 1: First Contact with a New Lead

> "Hi [Name], this is [Agent Name] with [Company Name]. You reached out about [property/type of home/area], and I wanted to introduce myself personally."

> "Quick question: Are you still in the market, or just starting to look around?"

[Let them answer, then flow into one of two paths below:]

IF ACTIVE:

> "Great! Have you already spoken to a lender and gotten pre-approved yet, or is that something you'd like help with?"

> "If you'd like, I can connect you with someone who's fast, clear, and can help strengthen your offer when the time comes. Makes things move smoother on your end."

IF JUST LOOKING:

> "Perfect—no pressure. I'm happy to send you a few listings just to get a feel for what's out there."

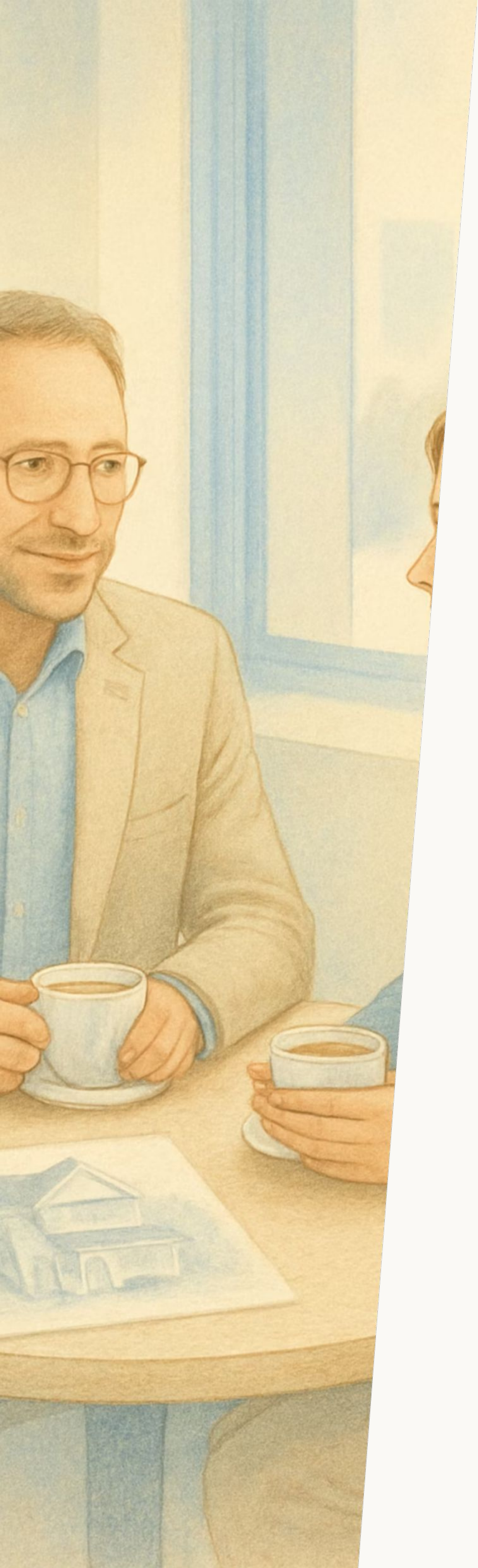
> "Would it be helpful if I connected you with a lender who can help you understand what you'd qualify for when you're ready to take the next step?"

Section 2: Follow-Up After Buyer Consult or Pre-Approval

> "Hey [Name], just checking in to see if you had any questions since our last chat."

> "Have you seen anything online that caught your eye? Want me to check availability or run comps?"

> "Also—my lender partner is keeping a file ready for you so we can move quickly if something pops up. Let me know if you'd like to revisit your pre-approval or update anything."



Section 3: Re-Engaging a Cold Lead

> "Hey [Name], I know it's been a little while—just wanted to check in and see if you're still thinking about making a move."

> "No pressure at all—I know timing is everything."

> "Just wanted you to know I'm here if you need anything, and my lending partner can always help you run numbers when you're ready."

> "Let me know if you want to see what's available right now or get reconnected with your financing options."

Tips from the CORE Playbook

- Always ask a question that keeps the conversation going.
- Use the lender as a value-add, not a sales push.
- Every check-in is an opportunity to position yourself as a guide.
- Use voice, text, and email—mix it up based on the client's style.
- Set a task to follow up again in 7 days.

Want Help Converting Leads Like This?

Let's talk about how we help agents follow up with structure, speed, and confidence—so nothing slips through the cracks.

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