



The Perfect

Real Estate Sales Scripts

for Agents

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While many agents are embracing newer marketing technology such as **email automation** and **social media advertising**, it's important to note that more traditional approaches like door knocking and cold calling are far from dead.

The truth is, some of your online and offline prospects will **move swiftly down your marketing and sales cycle**, while others **simply won't give you any signal they're ready** to buy or list.

Leads who appear ready to make their housing move are the ones **you want to contact ASAP**. But other prospects can be just as valuable; you just need to gather more information from them.

Before you hit the phones, it's crucial to have **a solid lead-to-client conversion game plan in place**.

That's where our carefully crafted sales scripts come into play.

SCRIPT #1: Introducing Yourself to Top Seller Leads

OPENING: “Hey, [lead name]. My name is [your name]. I’m a real estate agent over at [agency name]. I’m calling because it appears you have some interest in selling your home soon. Is that right?”

IF THEY AGREE: “That’s great! Well, I just wanted to let you know that I’d love to chat for a bit to see if I’d be a good fit to represent you. Would you have time this week or next week to meet in person?”

IF THEY DISAGREE: “Ah, okay. I had noticed you [note how they became a lead and indicated they may be selling soon]. If you’re looking to list soon, I’d love to connect with you when you’re ready!”



TOP TIP: Dive right into who you are and why you’re contacting leads at the very beginning of your calls. Never underestimate the power of getting to the point.

SCRIPT #2: Introducing Yourself to Top Buyer Leads



TOP TIP: Be ready to describe your agency to leads in a data-focused way (e.g. “I’ve helped X clients buy homes here over the last Y years.”). It’s hard to argue with numbers.

OPENING: “Hi, [lead name]. I’m [your name] with [agency name]. How are you? [Wait for reply, then share how you knew to call them — e.g. they favorited a listing on your site]. I just wanted to ask about your buying needs and see if I could explain my services to you for a few minutes.”

IF THEY AGREE: “Perfect! Well, here’s the bottom line on my agency.” [Briefly explain your business and value prop and bring up similar buyers you’ve helped.]

IF THEY DISAGREE: “No worries! I just wanted to introduce myself and say I’d love to chat whenever you’re ready to make a buying decision.”

SCRIPT #3: Following Up With Top Seller Leads

FOR LEADS WHO MAY WANT TO HIRE YOU SOON:

“Hi, [lead name]. It’s [your name] from [agency name]. As you requested during our last call, I’m following up with you to see whether you’re still considering listing your property. How’s everything going? Are you getting ready to put your house on the market?”

IF THEY’RE READY TO LIST AND HIRE AN AGENT:

“That’s wonderful to hear. Congrats on taking the next step! I feel like you know what I’m going to ask now: Are you looking to sell on your own or hire an agent? Before you answer, I’d love to share how I’d market your home and help you get top dollar.”



TOP TIP: If a seller agrees to a second call, chances are they’re interested in learning more about you, so be more aggressive in explaining your value.

SCRIPT #4: Following Up With Top Buyer Leads



TOP TIP: Buyers often have FOMO: “fear of missing out” on listings they don’t know about. So, have some ready to share that fit their needs and wants.

FOR LEADS WHO MAY WANT TO HIRE YOU SOON:

“Hi, [lead name]. It’s [your name] from [agency name]. How are you? [Wait for response] Great! So, based on our last call, it seems you needed a bit more time to decide on your buying timeline. Has anything changed since our last chat?”

IF THEY’RE READY TO BUY AND HIRE AN AGENT:

“Excellent! As I mentioned in our last call, you can search the market on your own, but with my connections and experience, I can definitely help you identify some listings that fit your needs. Here are a few I think you’d like, in fact . . .”

SCRIPT #5: Handling Seller Lead Objections

IF A LEAD ISN'T SURE YOU'RE THE RIGHT AGENT:

"Hey, I get it: This is one of the biggest decisions in your life, so you have to make the right choices. To be honest, though, I have a wealth of experience and success in my career." [Then, share credentials and social proof — e.g. specific client you helped, how long it took to sell their home, etc.]

IF THEY CHOSE ANOTHER AGENT OR ARE UNSURE:

"Hey, I certainly respect your decision. You have to be 100% positive you're making the right choices and working with the right people. If things do change on your end, though, don't hesitate to contact me, okay? I'm always available to help you."



TOP TIP: Don't get defensive if seller prospects remain on the fence about hiring you or question you in some way. Always stay positive and professional during your calls.

SCRIPT #6: Handling Buyer Lead Objections



IF A LEAD ISN'T SURE YOU'RE THE RIGHT AGENT:

"Buying a home is a huge deal, so I understand your hesitation in hiring an agent. Having said that, I can certainly provide more info on me, my sales history, and background in the industry to show you what I've accomplished and how I can help you specifically."

TOP TIP: Always have a list of replies for buyers who have objections so you're prepared for any and all questions they ask you during calls.

IF THEY CHOSE ANOTHER AGENT OR ARE UNSURE:

"Well, I'm sorry to hear that. If for some reason you're not able to find your dream home in the days and weeks ahead, be sure to contact me or my office, and we'll be able to help you re-start your listing search ASAP. Good luck with everything!"

3 Tips for Leaving Voicemails with Leads

Use these approaches to stay top of mind with your home buyer or seller prospects.



1

Let your lead know you want to have a 2-minute chat about their needs. Many leads won't want to spend more than 2 minutes talking with sales reps they don't know.

2

Tell your prospect how you knew to call them. People get spam calls all the time, so get right to the point of your call and make it known you have a real reason to contact them.

3

Be short and sweet when you let leads know how to get in touch with you. Just say, "Call me back at this number if you'd like, or find out more about me on my website."

SCRIPT #7: Contacting Referral Seller Leads

OPENING: “Hi, I’m looking to speak with [lead name]? [Await confirmation] “Hi, [referral name]. My name is [your name]. I’m a real estate agent over at [agency name]. [Referrer’s name] told me you may be looking to put your home on the market soon. Is that right?”

IF THEY NOTE THEY PLAN TO LIST THEIR HOME:

“That’s great. And how far are you along in the process? To get right to the point and not waste your time, I’d like to offer you my home selling insights and advice to help you get started, or, if you’re further along, find out whether you’re looking for full-time help.”



TOP TIP: Referrals likely don’t know you and will be caught off-guard by your call, so ease into your introduction and explain the purpose of your call upfront.

SCRIPT #8: Contacting Referral Buyer Leads



TOP TIP: Mention that new listings pop up daily online, meaning your leads need someone who can keep an eye out and share those of interest with them.

OPENING: “Hi, I’m looking to speak with [lead name]? [Await confirmation] “Hi, [referral name]. My name is [your name]. I’m a real estate agent over at [agency name]. [Referrer’s name] told me you may be looking to purchase a new home soon. Are they correct?”

IF THEY NOTE THEY PLAN TO BUY A PROPERTY:

“Well, congrats on getting started with your buying journey. I know starting a home search can be overwhelming, so I wanted to let you know I’m here to help you navigate the local market.” [Then gauge how well they know your market and how far along they are in their search].

SCRIPT #9: Follow-Up Call for Colder Seller Leads

OPENING: “Hey, [lead’s name]. [Your name] here. Hey, we had spoken a few [weeks or months] ago about you putting your home on the market. Just wanted to see if you’ve listed yet or need some help doing so.”

IF THEY’RE FINALLY READY TO LIST: “Wonderful! Well, like I said during our last call, I have lots of experience in helping [niche kind of seller leads]. Let’s say we grab coffee this week to chat more. I’d love to lay out my plan to market and sell your property.”

IF THEY’RE STILL NOT READY TO LIST: “Okay. Just wanted to do my due diligence. Again, feel free to contact me if and when you’re ready!”



TOP TIP: Remind these prospects who you are again and what you discussed on your last call. This is information that should be in your leads’ CRM profiles.

SCRIPT #10: Follow-Up Call for Colder Buyer Leads



TOP TIP: Have a few local listings ready to email your leads, and then let them know on the phone you'll send them over the second you hang up.

OPENING: “Hey, [lead’s name]. [Your name] here. Hey, we had spoken a few [weeks or months] ago about your home search. You said you were still in the early stages. How’s your house hunt going today?”

IF THEY’RE FINALLY READY TO BUY: “That’s great to hear! Listen, if you want me to send over a dozen or so listings I think you’d love to learn more about, just let me know and I can have those over by end of day.”

IF THEY’RE STILL NOT READY TO BUY: “Understood. If you do finally move forward with your search, don’t hesitate to reach out to me, and I can get the ball rolling with our own listing research for you.”

SCRIPT #11: Contacting Past Seller Clients

REFERRAL REQUEST CALL YEAR AFTER CLOSING:

“Hey, [client name]. [Your name] here. How are you? [Await response] Great to hear! Look, to get right to the point: I was wondering if you know of anyone in your social circle who may be looking to sell soon. Does anyone come to mind?”

RESPONSE IF THEY DO HAVE A REFERRAL:

“Fantastic. I’d love to get in touch with them. Would you mind sharing their phone or email with me?”

RESPONSE IF THEY DON’T HAVE A REFERRAL: “No worries at all! Just conducting a little due diligence on my end. I’m very happy to hear you’re doing well!”



TOP TIP: Spend the first several minutes of this call learning about how your client is doing, then softly transition to your referral request.

SCRIPT #12: Contacting Past Buyer Clients



TOP TIP: If your client has family, ask how they're doing as well. Make these calls as personal and friendly as possible so you don't come across as salesy.

REFERRAL REQUEST CALL YEAR AFTER CLOSING:

"Hi, [client name]. It's [your name]. How's everything been with you and the new home? [Await response] That's fantastic. Hey, I was wondering if you know of anyone who's looking to buy soon in the area."

RESPONSE IF THEY DO HAVE A REFERRAL: "Well, listen, I'd definitely appreciate it if you can provide me with their contact info. I'd love to connect with them to see if I can help out. Would that be okay?"

RESPONSE IF THEY DON'T HAVE A REFERRAL: "Not a problem! I'm glad to reconnect with you, obviously. Let's keep in touch. Chat with you again soon!"

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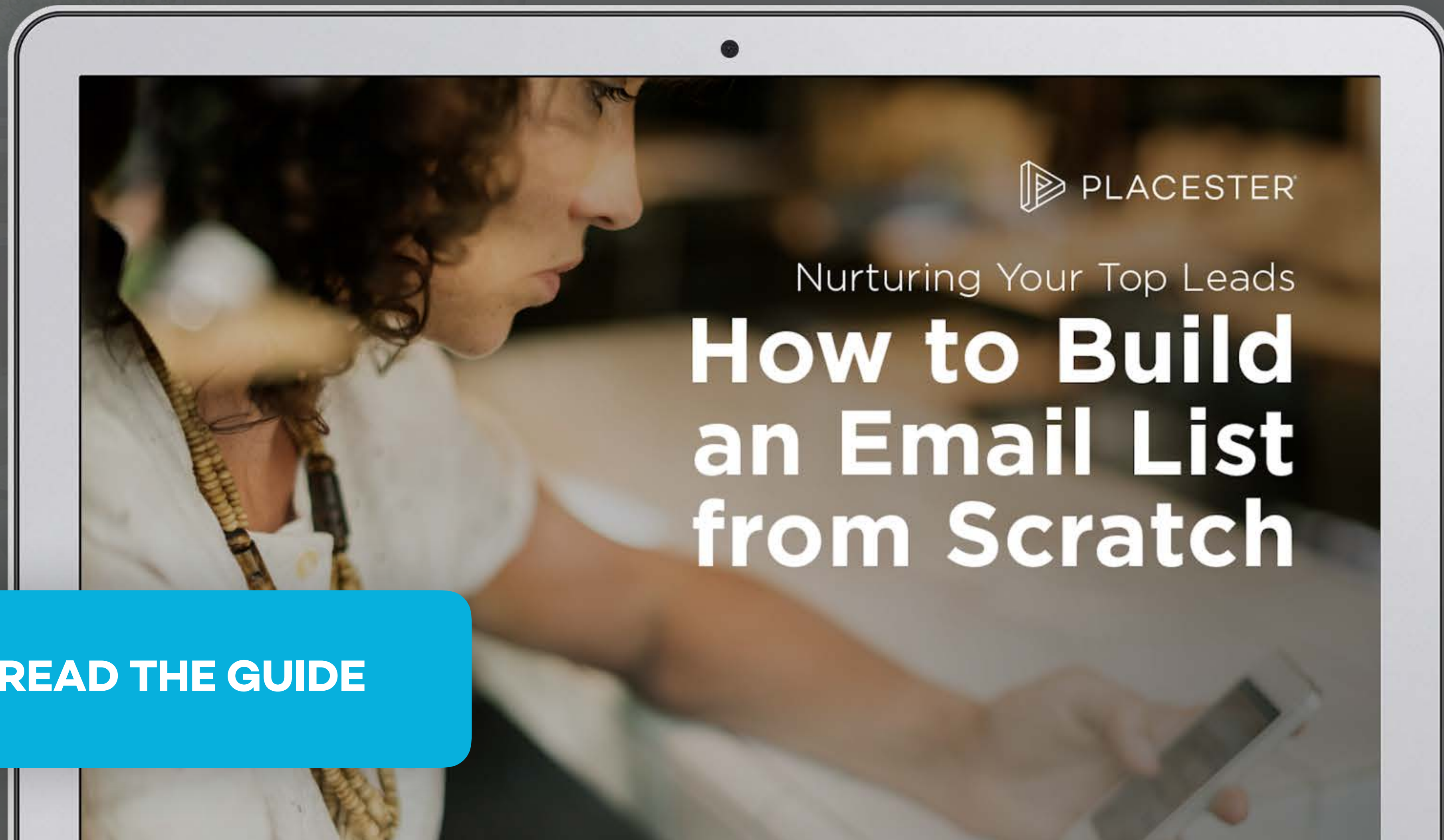


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