

11 Scripts for Real Estate Internet Leads

1. Buyer Advertising Lead Script

Hi [buyer's name]! This is [your name] from [your real estate agency name]. How are you doing today?

I see that you're interested in seeing [address of property]! It's a great property. I have just a few questions for you to make sure I can help you, then we can go check out the house! Do you have about five minutes available right now?

- How long have you been looking to buy a house?
- What made you click on the [Facebook/Google] ad for more information?
- What is your time frame to buy a home?
- What is the description of your ideal property? Bedrooms, baths, ranch/split level/condo?
- What is your budget?
- Do you already have an agent?
- Do you have a lender lined up?
- Is [insert email] still a good way to reach you?
- Can I email you some additional properties that match your criteria?

Great, those are all the questions I have! I'm going to make an appointment for the first property right now, and I'll send over some other properties by [date or time]. Do you have any questions or thoughts for me?

You can reach me with questions at this number any time, and I'll [text/email/call] you in just a little bit with details about your house showing. I'm excited to see what we find for you!

2. Landing Page Lead Script

Hi [lead's name]! I'm [insert your name] from [real estate agency name]. How are you doing today?

I see that you're looking to buy a home soon! I'd love to hear a little more about your needs. Do you have a few minutes right now?

- Have you had an opportunity to read [insert property report name]?
- Are you seeking a property to buy in the next six months?
- Where are you moving from?
- Is this home for you and your family?
- How many people are in your family?
- What is the description of your ideal property? Bedrooms, baths, ranch/split level/condo?
- What is your budget?
- Do you already have an agent?
- Do you have a lender ready?
- Can I email you some additional properties that match your criteria?
- Is [insert email] still a good way to reach you?

Thank you so much for taking the time out of your day to talk to me! I'm going to send a few properties to you by [insert date/time]. Do you have any questions for me about buying a home?

I'd like to get your thoughts on the first few properties I send you. What's a good time to call you tomorrow?

[Date/time] works for me. Thank you! I look forward to talking with you soon.

3. Landing Page Lead Script

Hi [buyer's name]! This is [your name] with [insert your real estate agent agency name]. I looked over your information and I found some properties for sale right now that I think you might like! I'd love to send them over and set up some showings.

You can call or text me at [insert phone number] any time and we can start looking for your new home! I look forward to hearing back from you. Have a great day!

4. FSBO Lead Script

Hi [lead's name]! I'm [your name] with [real estate agent agency name]. How is your home sale going?

From what I can see of your home, I'm confident we could find a buyer quickly and sell the home for top dollar. Do you have about five minutes available for me to ask you just a couple of quick questions?

- What is your asking price?
- What is the lowest price you would accept for your home?
- Have you made any recent improvements to the home that should be noted?
- How long was your home on the market?
- Do you currently have an agent in our area?
- Has an agent tried to sell your property in the past?
- Are you open to relisting your property with an agent?

Well, I know you're busy, so I appreciate you taking the time to give me some more information. I have some ideas about how we could market your home effectively. Would you be open to talking in more detail about how we could sell your home as quickly as possible and get you the most profit?

What's the best time for you?

[Date/time] would be great. I'm looking forward to talking with you then!

5. High-sales Area Lead Script

Hello [lead's name], I'm [your name] with [real estate agent agency name]. How are you doing today?

I'm calling because the houses in your neighborhood are extremely marketable right now. In fact, I just sold the property at [insert address here] for [insert amount] above the asking price! And I think your home could sell for even more. Have you been noticing a lot of sold signs popping up?

I have just a few questions about your property if you're at all curious about selling sometime soon. Do you have a few minutes available right now?

- Does your property have any standout features that your neighbors do not?
- Are you happy with your home?
- What price would you be willing to sell your house for?
- Have you thought about making improvements to any areas of your home?
- Have you thought of putting your house on the market lately?

Would you be open to receiving a free competitive market analysis that shows how home sales are doing in your neighborhood and how your home might be a great catch?

Great! Is your email address [insert email]? Wonderful. I'll send over that analysis by [date/time]. Do you have any questions for me?

If you think of any other questions, feel free to reach me at this number or by email. I'll talk to you soon!

6. Follow-up Lead Script

Hi [lead's name], this is [your name] with [real estate agent agency name]. How are you doing today?

I'm curious about what you've been thinking about our last conversation! What did you think of the new list of properties I sent over?

- Would you like to set up a showing?
- Do you need any help getting the right mortgage or loan information?
- What information do you still need to help you pick your ideal property?

It seems like our next step is to [decide on your wish list/meet with a lender/set up a showing]. What times are you available between [date range]?

Great! [Date/time] works for me too. I'll email you some details later today, but I'm really looking forward to seeing you then!

7. Listing View Lead Script

Hello [lead's name], I'm [your name] with [real estate agent agency name]. How are you today?

I see that you were looking at one of the properties on our website! Do you have a few minutes available for me to hear more details about what you're looking for?

- What did you think of the property?
- What features were the most compelling?
- Are you looking at homes in a certain price range?
- What are your nonnegotiable features in a home?
- What kind of financing are you considering for a home purchase?
- Do you have any current doubts or concerns about the homebuying process?

Great! Well, it sounds like the next step for you is to [schedule a showing/meet with a lender]. Would you like me to [connect you with a trustworthy lender/make an appointment]?

In the meantime, I'd also like to send over some other properties you might like to get your wheels turning. Is [insert email] the best email for you?

Wonderful. Thanks for taking the time to answer some of my questions! I'm excited about finding you a new home.

8. Referral Buyer Lead Script

Hello [lead's name]! How are you doing today! I'm [your name] with [real estate agent agency name], and I got your name from [referring agent/friend]. How did you meet [referring agent/friend]?

He/she mentioned that you are looking for [insert details provider by referring individual]. Do you have about five minutes right now to give me some more info on what you're looking for?

- Are you thinking about buying a home in our area?
- What type of property are you interested in purchasing?
- Do you need lots of room or a smaller property that's easy to maintain?
- Can you describe your perfect property for me?
- Do you have a budget in mind?
- Do you need to sell a home before you move here?

OK, great! I actually have a few listings in mind that might be perfect for you. Is [email address] the best email for you?

I'm going to send those over later today. Do you have any other questions for me?

Great. Well, it seems like your next step is [insert details], so I will [connect them with a trusted lender/start making appointments/other].

I'm really looking forward to seeing what we can find you!

9. Referral Seller Lead Script

Hello [lead's name]! How are you doing today! I'm [your name] with [real estate agent agency name], and I got your name from [referring agent/friend]. How did you meet [referring agent/friend]?

He/she mentioned that you are thinking about selling your home. Do you have a few minutes right now so I can hear more about what you need?

- How many beds/baths does the house have?
- What is the square footage?
- How old is the house?
- What neighborhood do you live in?
- What is your ideal sales price?
- Are you moving to another area?
- Do you have an agent to handle the sale?
- Have you tried selling your house in the past?
- If so, what complications did you encounter?

I have some ideas on how we can sell your property to get you the most money. The next step for me is to come and tour your house. And then, we can talk about the timing and marketing. When would be a good time to meet?

Great, [date/time] works for me, too! I look forward to seeing you—and your home—then!

10. Expired Listings Lead Script

Hello [lead's name], I'm [your name] with [real estate agent agency name]. How are you doing today?

I saw that your property was listed for sale but went off the market. How was that experience for you?

I looked at some of the details about your property, and I believe we can sell it successfully. I don't want to take up too much of your time, but I would like to give you some hope and show you how I've sold expired properties in the past.

Can I send you an email at [email address]?

You live in a unique area, and there are lots of people interested in a property in your neighborhood—we just have to target them. I'll send you this email and call you in a few days to plan the next steps. Do you have any questions for me?

If you do think of any questions at all, feel free to reach out at [insert your phone number] or email at [insert your email address].

11. Probate Referral Lead Script

Hello [lead's name], I'm [your name] with [real estate agent agency name]. How are you doing today?

I'm calling because [insert partner name, and professional title, if useful] suggested that I connect with you about selling a family home. I know this is a difficult and chaotic time, and I'd love to alleviate some of your stress. Do you have a few minutes right now for me to hear more about what you need?

- How quickly are you looking to sell the property?
- How much do you want to sell the property for?
- How many beds/baths does the property have?
- What is the square footage?
- Are there any outstanding features like a pool or large lot size?
- Do you already have an agent?

That's all my questions. Thank you for answering those during this time. Is [email address] the best place to send some more details on what selling your home would look like?

Do you have any questions or concerns for me now?

I'll email you later today, and I'll call you back in a few days to discuss the next steps. Feel free to reach out if you think of any questions!