

# Say It Right: Phone Scripts for Success

You know how vital it is to follow up with leads as soon as possible, but sometimes it's hard to find the right words to engage your leads and keep them talking. So we created these phone scripts to help you keep the conversation moving.

## Script for first call with a buyer

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. Are you interested in looking at this property?

**Buyer:** Yes, I'd love to take a look.

**Agent:** Excellent! How far along are you in the buying process?

**Buyer:** [Provides some details]

**Agent:** That sounds great. [Provide some details about your background and expertise] When are you available to take a look at this property?

**Buyer:** [States availability]

**Agent:** OK, [day, time] works for me. One more thing, just so I'm not stepping on anyone's toes. You aren't working with another agent right now, right?

**Buyer:** [Responds]

**Agent:** OK, see you then.

## Script for leaving a voicemail on the first call with a buyer

Hi [contact name], this is [your name] from [brokerage name]. Thank you so much for contacting me. I would love to show you the house/condo/apartment at [address] as well as other similar properties in the area. Please give me a call back or text me at [your number]. I'll also follow up with an email. Thanks and I look forward to speaking with you!

## Script for shoppers who are not ready to buy or are just looking

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. I haven't had a chance to look it up yet, but I'll see what I can do to set up an appointment to look at it. What was it about that place that interests you?

**Buyer:** I'm just looking right now.

**Agent:** Totally understand. What is it you are looking for?

**Buyer:** [Gives detail on home search], but again, I'm just looking right now.

**Agent:** No problem. The market is moving pretty quickly, but it's a great time to buy. Do you have a sense of your timeline?

**Buyer:** [Provides timeline]

**Agent:** Got it. So, the easiest thing for me to do is to send you an email so you can see properties that fit your interests. It won't be overwhelming, but will keep you up to date about what comes on the market. If you see something that you want to go take a look at, just give me a ring or reply to the email.

**Buyer:** [Responds]

**Agent:** Thanks for your time. I'll stay in touch over the next couple of weeks to make sure I'm sending you the right properties. If anything changes, give me a call.

## **Script for buyers inquiring about a home that is not for sale**

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. That particular house may not be for sale, but I'll look into it further to confirm. What was it about that place that interests you?

**Buyer:** [Provides info about what they are looking for]

**Agent:** Great! So, while you were looking on Zillow, did you see anything else you want to go see? I can set up appointments for all of them so you can get a real feel for what's out there.

**Buyer:** [Provides other address — oftentimes this keeps them from contacting multiple agents]

**Agent:** Perfect, when would be the best time to shoot for looking at some of these?

**Buyer:** [Responds with times]

**Agent:** Great, let me see what I can do about getting appointments for showings. I'll call you back in 30 minutes, OK?

**Buyer:** [Responds]

**Agent:** That should work. One more thing, just so I'm not stepping on anyone's toes. Are you working with another agent right now?

**Buyer:** [Responds]

**Agent:** OK, I'll give you a ring back in a few minutes.

## **Script for buyers inquiring about a pre-foreclosure property**

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about the pre-foreclosure on [street name of home], so thanks for contacting me. Are you familiar with the foreclosure process?

**Buyer:** [Replies yes or no]\*\*

**\*[If NO], Agent:** Well, the home you asked about it is in pre-foreclosure, which means the homeowner still has an opportunity to catch up on payments with their lender. If that happens, the home loses its pre-foreclosure status.

*If the homeowner can't catch up, the home will move into foreclosure, at which time the lender can choose to buy it back, it can be sold as a short sale, or it can go into auction. This whole process can take a long time, sometimes up to 2two years. When are you looking to buy a home?*

**\*[If YES], Agent:** Great! Then as you know, the pre-foreclosure status of this home simply means that the homeowner is behind on mortgage payments and a lot could still happen with this property. Regardless of the outcome, it is a very lengthy process. When are you looking to buy a home?

**Buyer:** [Provides timeline]

**Agent:** OkayOK, and what is it about this pre-foreclosure property that you like?

**Buyer:** [Lists features and attributes]

**Agent:** Great, thanks for sharing. Let's keep an eye on the pre-foreclosure property. In the meantime, I am happy to send you properties that have similar characteristics but are actively on the market.

*Alternatively, we can hold out for this property, but I always think it's a good idea to see what's on the market as pre-foreclosures can fall through. Would you like for me to send similar properties to you when I come across them?*

## Script for fielding buyer questions about a Zestimate

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. That particular house may not be for sale, but I'll look into it further to confirm. What was it about that place that interests you?

**Buyer:** [Provides info about what they are looking for and asks why Zestimate is higher/lower than the sales price]

**Agent:** The Zestimate home value is Zillow's estimated market value. It's a tool designed to provide a starting point in home valuation, but it's not an appraisal— it can't see inside a home to understand things that could influence the price. But that's why I'm here!

**Buyer:** [Follow-up question about price being different from Zestimate]

**Agent:** I'd love to show you this listing so we can have a better conversation about this property's Zestimate and value. When are you available to take a look?

**Buyer:** [Responds]

**Agent:** That should work. One more thing, just so I'm not stepping on anyone's toes. You aren't working with another agent right now, right?

**Buyer:** [Responds]

**Agent:** OK, see you then.

## Script for fielding seller questions about a Zestimate

**Agent:** Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. Are you the homeowner? How can I help?

**Seller:** I am the homeowner, and I'm not sure you can help. Zillow's Zestimate is way off, and I'm contacting you because I'm frustrated.

**Agent:** Totally understand. I'm so glad you reached out today because I'm a local expert on Zillow and I can help.

**Seller:** How? Can you increase it? It's completely off.

**Agent:** Zillow's Zestimate is just a starting point. Are you interested in potentially selling your home?

**Seller:** I am, but not at the current Zestimate price.

**Agent:** Got it. So, the best thing for me to do is to take a closer look at exactly what your home is worth. Since Zillow can't see inside, they aren't aware of the specific features that will make your home sell for more. When are you available?

**Seller:** [Responds with times]

**Agent:** Great, I will send you some additional information about me, including my reviews and my recent sales in the neighborhood. I look forward to meeting with you.