

Text messaging scripts for real estate agents

Having the right words and responses at your fingertips is crucial, but a quickly written sentence can sometimes be misinterpreted. The following text message scripts will eliminate any confusion and ensure you convey a professional tone and informative message.

Scripts for courteous responses

You're with a client. Hi, [name]! I'm currently with a client. May I reach you at this number in 5 minutes?

Your client is late for an appointment. Hi, [name]. I'm at the [house/office]. Are we still on for [time]?

You're running late. Hi, [name]. Apologies: I'm running 5 minutes late. Can you still meet?

You can't make it. Hi, [name]. Apologies: I need to reschedule. Are you free tomorrow?

You've got news. Hi, [name]. I've got the [buyer's/seller's] response. Can I call you in 5 minutes?

You need an immediate decision. Hi, [name]. I've got the [buyer's/seller's] response, and I think we should act as soon as possible. Are you free to talk?

Scripts for effective replies

Texts from buyers

I like this home at 123 Maple St. When can we take a look? Hi, [name]. I'll be free in about an hour. Does that work for you?

Where are you? Hi, [name]. I'm on my way — should be there in 10 minutes.

How much is this house? Hi, [name]. I have the list price; can I call you and go over it?

Texts from sellers

Can you give me an update on selling my house? Hi, [name]. I'd love to catch you up. Are you free to talk in 5 minutes?

I'm not happy with this offer. Can we talk about a counteroffer? Hi, [name]. Definitely. Let me get the file and call you in 5 minutes.

This offer is too good to pass up. Can I call and accept it right now? Hi, [name]. Let's make sure it's as good as it sounds. Can I call you in 5 minutes?

Texts prior to first meeting (from buyers or sellers)

I'm on my way to meet you, but I need the address to the house/your office. Hi, [name]. [address here]. Let me know if you need directions and I'll call you.

Incoming lead requesting information. Hi, [name]! This is [agent name] from [agent company]. Thanks for reaching out on Zillow. Do you have a second to chat?

Scripts for automated text responses to clients

You're with a client. Thanks for contacting me! I'm currently with a client and will return your message ASAP. Is this a good number to reach you?

You're out of the office. Thanks for contacting me! I'm currently out of the office until [date]. Please text or call [assistant's name] at [assistant's number].

It's the middle of the night. Thanks for contacting me! It's currently outside my normal hours, so I'll return your message at [time of day].