

# Scripts for converting real estate leads with market updates

The housing market changes constantly, and you have to be ready with advice and action. Use the real estate conversion lead scripts below as a conversation starter to connect with your leads through phone, text or email.

## Scripts for converting real estate leads with market updates

### Buyer

Notifying the buyer of the best options for them based on the market change is an easy segue into next steps.

#### Phone

*Hi, [lead]! This is [name] with [brokerage]. I know you were considering buying a home in a few months, but the market has changed since we last spoke, and I want to make sure you're aware of what's going on. If you're interested, I'd love to share some information about the current market and the best options for buyers. Give me a call back at [phone number], and let's talk.*

#### Text

Hi, [lead]! It's been awhile since we've talked. A lot is changing in your market, and I want to give you an update. Give me a call! Thanks.

### Seller

Market changes can give sellers a chance at getting a better deal for their home. Let them know by following these scripts for real estate leads.

#### Phone

*Hi, [lead]! This is [name] with [brokerage]. I know you were considering selling your home in a few months, but the market has shifted since we last spoke, and I want to make sure you're aware of what's going on. If you're interested, I'd love to share some information about the current market and the best options for sellers. Give me a call back at [phone number], and let's talk.*

#### Text

Hi, [lead]! It's been awhile since we've talked. A lot is changing in your market, and I want to give you an update. Give me a call! Thanks.

### Email

[subject] Changes in the market that affect your home sale

Hi, [lead]!

There have been some interesting developments in your local market lately, and they could directly impact the sale of your home. I'd love to discuss how we can get you the best deal in the current market. Do you have a few minutes for a chat? Give me a call at [phone number]. Talk to you soon!

[signature]

## Scripts for converting real estate leads with home recommendations

Recommending a home to buyers or letting a seller know that buyers are interested in a home like theirs is another way to start nurturing your real estate leads. Showcase your listings on the Premier Agent App and direct your leads to them.

### Buyer

Mention the new listing that just popped up and see if the buyer is interested or still looking.

Phone

*Hi, [lead]! [name] here with [brokerage]. It's been awhile since we connected, but there are a lot of new listings coming out, and they're going to go quickly. Are you ready to start looking at homes? I have some time this weekend to show, so give me a call if you're looking to get the ball rolling. Remember, you can reach me at [phone number]. Talk to you soon. Thanks!*

### Seller

Make the seller feel like their home is the hottest property on the market by letting them know you've noticed buyers looking for homes similar to theirs.

Phone

*Hi, [lead]! [name] here with [brokerage]. It's been awhile since we connected, but there are a lot of buyers out there looking for a home like yours. If you're closer to selling or have any questions, give me a call, and we'll talk about how to get a better offer on your home. Remember, you can reach me at [phone number]. Talk to you soon. Thanks!*

## Scripts for converting real estate leads by asking questions

These real estate conversion lead scripts help you connect with buyers and sellers by asking questions that clarify their needs and show you're listening.

### Buyer

Present yourself as available to answer any questions the buyer may have. Gauge their interest in any new listings by asking if they'd like to view them.

Text

Hi, [lead]! Just checking in on your home search. Did you have any questions? I know of some exciting new listings that I think you'll love. Interested in seeing them? Thanks! [name]

## Email

[subject] Can I answer any home-buying questions?

Hi, [lead]!

I know that purchasing a home is one of the biggest financial decisions you'll ever make, but that doesn't mean it should be nerve-racking. I want you to feel comfortable, confident and at ease with your decision. I'd love to answer any questions you might have to help you better understand the home-buying process and get the ball rolling. Give me a call at [phone number]. Talk to you soon!

[signature]

## Seller

Check in and see if the seller has any questions about selling their home. Mention that you have some tips and advice for them that might be helpful.

### Text

Hi, [lead]! Just checking in. Did you have any questions about potentially selling your home? I have some pointers to share about increasing the value before you go to market. Give me a call! Thanks! [name]

## Scripts for converting real estate leads by discussing the process

The home-buying process can be confusing, especially for first-time home buyers or sellers. Share your expertise in the process with these real estate lead nurturing scripts.

## Buyer

Inform the buyer of pitfalls to avoid and tips to follow to make the home-buying process less stressful.

### Email

[subject] Helpful home-buying guidelines

Hi, [lead]!

I understand that the home-buying process can feel complicated, and there are certain things you should avoid. The process will be far less stressful if you follow a few guidelines, which I'm hoping to share with you. Give me a call at [phone number], and let's chat!

[signature]

## **Seller**

Put sellers at ease by presenting them with a few guidelines and best practices to follow.

### **Email**

[subject] Helpful guidelines for selling your home

Hi, [lead]!

I understand that the process of selling your home can feel complicated, and there are certain things you should avoid. The process will be far less stressful if you follow a few guidelines, which I'm hoping to share with you. Give me a call at [phone number], and let's chat!

[signature]