

10-Day Real Estate Lead Conversion Plan (Agent Scripts)

During the first 10 days, you should follow up on leads with phone calls, texts and emails. If you feel the lead will be receptive to it, you can send video messages through text or email instead of typing a message.

Day 1 Scripts

Email script for buyers

Subject line: Looking forward to working with you!

Hi, this is [name] with [brokerage]. Zillow notified me that you're interested in finding out more about the home at [address], so I'm pulling that information as quickly as I can. I'm excited to help you find the best home at the best price!

If there are any other homes you'd like information on, or if you'd like help finding a home in a certain price range or location, let me know and I'll take care of it.

Going forward, is this the best email address to reach you? If you prefer to talk via text or on the phone, we can do that too.

Looking forward to working with you,

[signature]

Email script for sellers

Subject line: Looking forward to working with you!

Hi, this is [name] with [brokerage]. Zillow notified me that you're interested in selling your home at [address]. I'm excited to help!

If there's anything I can do immediately, please let me know – otherwise, let's meet up and come up with a plan to get the highest sale price possible.

Going forward, is this the best email address to reach you? If you prefer to talk via text or on the phone, we can do that too.

Looking forward to working with you,

[signature]

Phone script for buyers

Hi, this is [name] with [brokerage]. Zillow notified me that you're interested in the home at [address] — I'm calling to connect with you and share some more information about the property. I've also found some similar homes that I think you'll like, but if we're able to chat for a few minutes I can make sure they match your preferences.

If you have a few minutes, please call me at [phone number]. You can also text me at that same number, or send me an email at [email address].

Thanks, and I look forward to talking to you!

Phone script for sellers

Hi, this is [name] from [brokerage]. Zillow notified me that you're interested in selling your home at [address]. I'm excited to help!

Call me back when you get a few minutes and we can come up with a plan to sell your home for as much as possible. You can reach me by phone or text at [phone number], or you can send me an email at [email address]. I'm looking forward to working with you!

Day 2

Email script for buyers

Subject line: I pulled some info on [address]

Hi, [lead], it's [name] from [brokerage]. I have some information on the home you're interested in at [address], as well as a few other homes that I think you'll love. Would you like me to send you some links? We can also meet at one of the homes, or look at similar properties at my office. Let me know if you have a few minutes to chat. You can call or text me at [phone number], or reply to this email.

Hope to talk to you soon,

[signature]

Email script for sellers

Subject line: Almost finished with your personalized estimate

Hi, [lead], it's [name] from [brokerage]. I'm just about finished with your personalized estimate, but I'm not sure what improvements you've made to the home – upgrades can have a significant impact on your sale price! Do you have five minutes to chat? Give me a call at [phone number].

Looking forward to helping you,

[signature]

Text script for buyers

Hi! It's [name] from [brokerage]. Just came across a beautiful [describe home] that I think you'll love. Want me to send you the details?

Text script for sellers

Hi, [lead]! [name] here from [brokerage] — the value of your home depends on the details. Want a personalized estimate? Give me a call and we can chat. Thanks!

Day 3

Text script for buyers and sellers

Use the same type of script as Day 2 for buyers and sellers, but provide some new information of value

Day 4

Email script for buyers and sellers

Use your Day 2 script for buyers or sellers, but offer a new piece of information or a suggestion that prompts a response.

Day 5

Phone script for buyers

[Agent] *Hi, [lead]! It's [name] from [brokerage]. I have some more info on the home you like at [address]. Can you give me a call when you have a couple minutes? I also have some other properties I think you'll love. Talk to you soon!*

Phone script for sellers

[Agent] *Hi, [lead]! It's [name] from [brokerage]. I'm almost finished with your personalized home estimate and just have a few questions for you so we can list your home for the highest price possible. Give me a call when you have a couple of minutes. Talk to you soon!*

Text scripts for buyers and sellers

Use a variation of your Day 2 script for sellers and buyers.

Days 6 and 7

Email scripts for buyers and sellers

Continue to use a variation of your Day 2 script for buyers or sellers, making sure you're giving them a reason to get in touch with you.

Day 8

Text scripts for buyers and sellers

Revisit your Day 2 script for buyers or sellers, but add a touch of urgency.

Day 9

Email script for buyers

Subject line: Hire a good negotiator!

Hi, [lead]! Negotiating can be a tricky process, so most agents avoid it – which can end up hurting you in the long run. If you want the best home for the best price, you need an agent who isn't afraid to stand up for you.

I love negotiating for my clients, and I can show you examples where I saved clients thousands of dollars. Give me a call or text at [phone number] and let's chat!

[signature]

Email script for sellers

Subject line: Don't settle for less!

Hi, [lead]! Selling a home involves a ton of work, and it's crucial to close for the highest price possible.

I'd love to work with you to make sure your home's full value is realized – I have plenty of examples of previous clients whose homes sold for more than they initially expected. Give me a call or text at [phone number] or send me an email and we can chat!

[signature]

Day 10

Text script for buyers

Hi, [lead]! I've been trying to reach you about the house at [address]. Is there a good time to chat for five minutes? I have some new information that will help you make a decision!

Text script for sellers

Hi, [lead]! I'm almost done with the personalized estimate for your home. Can we go over it quickly? The market is favorable — we should list your home ASAP.

Phone script for buyers

[Agent] *Hi, [lead], I've been trying to touch base about the house you were interested in at [address]. If you're hesitant about any part of the buying process, please give me a call — I'd love to walk you through everything, and it's easier than you might think!*

I'll continue to send you information on the house and other comparable listings. Please let me know if you've found another agent or aren't interested in buying a home anymore. If you do want to continue with the process, we can chat for a few minutes to figure out your timeline, budget and needs. You can call or text me at [phone number] or email at [email address]. I hope to work with you soon!

Phone script for sellers

[Agent] *Hi, [lead], I hope you're still excited to sell your home. I'd love to chat for a few minutes — the selling process is easier than you might think, and this is a great time to have a home on the market.*

Let's go over any updates or upgrades you've made to your home, and I'll put together a personalized estimate for you.

Please let me know if you've decided to work with another agent or you're no longer interested in selling. Otherwise, I can send you occasional market updates when comparable homes sell.

You can call or text me anytime at [phone number] or email at [email address]. I hope to work with you soon!