3 Texts, 3 Emails & 3 Calls Every Realtor Should Be Using





High-Converting Scripts for Follow-Ups That Work!

3 Powerful Text Scripts

#1 New Lead Inquiry

Hi [Name]!

I saw you were checking out homes in [Area] — exciting!

I'd love to help you find the right fit. Would a quick call this week help answer your questions and go over next steps?

I can make availability for you for a chat. Is there a time that works better for you?

#2 Reconnect After Silence

Hey [Name], just circling back—still thinking about a move in [Area]? Let me know if you'd like me to send a few updated listings your way!

I'm happy to take action here. Just let me know!

Pre-Approval Nudge

Hi [Name], quick heads-up—
getting pre-approved can really speed things up once you find the right home.

Want a referral to a great local lender?

3 Super Email Scripts

1

To: Warm Follow-Up Email

Subject: Homes are moving fast — want me to keep you in the loop?

Hi [Name],
The market's been moving quickly in [Area], and I wanted to check in. Are you still thinking about making a move soon? I'm happy to get your details on the area!

2

To: Helpful Resource Email

Subject: Got Questions? I'm ready when you are

Whether that means setting up a tour, connecting with a mortgage expert, or just answering a few questions, I'm here to help.

I have resources for new homeowners like you, check them out here: [link].

I'd love to find out your criterias and send you some listings. Also, if you haven't already, now's a good time to look at important documents you need for mortgage pre approval to help keep the process smooth.

3

To: Long-Term Lead Re-Engagement

Subject: Still keeping an eye on the market?

Hi [Name],
Just checking in—it's been a little while since we last connected. If you're still keeping an eye on the [Area] market, I'd be happy to share what's new and what's trending. Let me know if you'd like to jump back in!

3 Top Phone Scripts



1. Property Interest Call

Hi [Name], it’s [Your Name]. I saw your interest in the [specific property/ area] and just wanted to connect briefly. **A lot of people are asking about this one, so I thought I’d touch base.**

I can answer any questions you have and help with next steps—whether that's checking out the property or just helping you figure out how long it takes to get pre approved. **Have you already started the mortgage pre approval process, or would a referral be helpful?**

2. First-Time Buyer Guidance Call



Hi [Name], just wanted to check in and see how your home search is going. **I work with a lot of first-time buyers,** so if anything’s feeling overwhelming or unclear, I’m here to walk you through it. **What’s been the biggest question so far?**

3. Listing Motivation Call (Sellers)

Hi! I wanted to quickly check in and see if you've started the mortgage pre-approval process yet. **I work with a few trusted lenders who make the process really smooth and fast for buyers**—no pressure, just helpful guidance to make sure you're ready when the right home comes up.

Would you like me to connect you with someone today?

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