

Realtor Scripts Library

Stop guessing what to say. Gain instant access to a library of proven scripts that build trust quickly, open the door to meaningful conversations, and drive results. Each script provides a hook, talking points to build connection, and a clear closing outcome.

Cold Call Script (New Leads)

Hook: "Hi [Name], this is [Your Name] with [Team/Company]. I know you weren't expecting my call, but I work with a lot of people in your area who are curious about what's happening in the market right now. Do you have a quick minute?"

Talking Points:

- Ask if they are currently renting, owning, or looking to buy.
- Share a quick market insight (e.g., rates, affordability, trends).
- Build rapport: "What's your current housing goal?"

Closing/Outcome: "I'd love to put together a no-obligation strategy session for you, just so you can see your options. What's a good time to connect this week?"

Warm Call Script (Past Clients, Referrals)

Hook: "Hi [Name], it's [Your Name] from [Team/Company]. I was just thinking about you and wanted to check in—how's everything going with your home?"

Talking Points:

- Ask how they're enjoying their home (or how their past transaction went).
- Provide a value update: "Homes in your neighborhood have gone up by [X]%—have you thought about how that might affect your long-term plans?"
- Mention any new programs, resources, or events that might interest them.

Closing/Outcome: "If you or someone you know is thinking about buying or selling, I'd love to help. Can I send you a quick update on what's happening in your area?"

Follow-Up Call Script (Post-Showing, Post-Offer, Post-Closing)

Hook: "Hi [Name], it's [Your Name]. I just wanted to follow up with you after [the showing/your offer/closing] and see how you're feeling about everything."

Talking Points:

- Ask about their experience so far—any stress points or highlights?
- Reassure them with next steps in the process.
- Offer additional resources: "Would it help if I shared some tips/checklists to make this smoother?"

Closing/Outcome: "I want to make sure you always feel supported. If any questions come up—or if you know someone else who's thinking about buying or selling—please don't hesitate to reach out. That's what I'm here for."

