

14 Cold calling scripts for REALTORS®

***1. Script to introduce yourself as a REALTOR®

Here's a script for interacting with someone with whom you have never talked before. It will help you understand the level of interest by getting your foot in the door. If the prospect does not respond, you can move on to the next one or engage further to understand their interests.

You: Hi, I am [Name] working with **Virginia Capital Real Estate**. It's really good to finally reach you. Is this a good time to talk?

At this point, you need to wait for a response. They may be driving or maybe having a few busy days. Regardless of what their answer is, empathize with the situation. You can use one of the following scripts to reply.

You: I completely understand that you are busy. It's [Prospect's Name], right?

or

You: Sure [Prospect's Name], I understand your frustration. Do you mind if we talk later?

or

You: Yes [Prospect's Name], I understand you're short on time, so I'll get to the point.

With this cold calling script, you can understand the prospect's interest in buying/selling a property. And this information will help you in follow-up phone calls.

2. Pitching your LISTING services as a REALTOR®

You need to understand why someone would sell their property.

For instance, homeowners usually sell their homes because of financial reasons. Therefore, they try to get the most they can out of their property. Often, they avoid real-estate agents as they may have prior negative experiences or assumptions that contacting a real estate agent would cost them money.

As a real estate agent, your task here is to convince them that you can save them more money or help them get a better deal. Here is a script that can help you engage with a prospect by empathizing with them.

You: Hi, I just came across your FSBO listing/sign, and I have a few questions regarding the home you have for sale. Are you the homeowner?

Prospect: Yes

You: I am [Name], and I am working with **Virginia Capital Real Estate**. I called you because I know a few

clients looking for properties like the one you're selling. Would you mind sharing your ask price?

Prospect: [Shares their price]

You: That's great. Are you working with any real estate agent right now?

Prospect: [Answers yes or no]

If the answer is yes, thank them and wish them luck with their sale, conversation is over. Otherwise, if the answer is no, that is, they have not connected with any REALTOR®, you can continue with the following script.

You: Okay. May I ask you why?

Prospect: I don't feel like they can help me. I have had a few negative experiences in the past. So I have not contacted any real-estate agent for selling this house.

You: Okay. I would not want you to go through the same experiences you went through before. I am not asking you to hire me, but I would like to give you some information that will help you get a better deal. It is something you want, right?

Prospect: Yes.

You: Alright. Let's connect over a coffee. Does **[Proposed Date]** work for you?

The idea here is to understand why the prospect is not interested in a real estate agent. So, you will have to convince them that working with you will surely benefit them. They will not lose out on any money. After they are convinced to talk to you, you can tackle other issues in follow-up meetings.

3. The circle prospecting call script

Circle prospecting works based on your area of influence. You make a sale, and then you reach out to others who live in the vicinity. Since you have location-specific information, you now have a formal excuse to call people. Circle prospecting can help you with referrals and lead generation. However, it is a challenge to know what your prospect is up to – are they buying, selling, or moving out. This issue makes circle prospecting scripts variable.

Scripts should be nothing but conversation starters and enders. The juice is in the middle, which cannot be scripted. That's where you build rapport and connect.

So, here is a script that can help you with circle prospecting.

You: Hi, I am **[Name]**, working with **Virginia Capital Real Estate**. I (or my company/fellow agent) recently sold a house in your area, and we still have a few interested buyers left. We are looking for new listings

in your area right now. Are you aware of anyone who may be interested in selling?
If you are interested in selling, what would be the best price for your property?

4. Leveraging a recent sale you made

If you made an exceptional sale, you could call up others in the area to know if they are interested in selling their property. It is similar to circle prospecting. But here, you are advertising the sale you made instead of looking for references. This way, anyone wants to sell their property will know that you are the right person to get in touch with.

The script for such a cold call is quite simple.

You: Hi, I am **[Name]** from **Virginia Capital Real Estate**. Am I talking to the homeowner?

Prospect: Yes

You: Just contacting you to let you know that I/we sold a property at **[Address]** for **[Amount]**. Presently, there is a lot of interest in properties like yours. Are you interested in selling your property?

The above statement should trigger their thinking. You already know from your research that this person was thinking about selling their property. Now they know that a property like theirs sold for a handsome amount. So, the right move from them would be to reach out to you. If the prospect shows interest, then you can provide them with more information regarding the sale that would paint you in a good light.

This script serves two functions: It makes the prospect think and positions yourself as a viable option.

5. Becoming a community champion

If you have worked in an area for a long time, you can leverage that expertise. By positioning yourself as an expert in property sales in that region, you can win the trust of locals. Use the following script to show that you're the go-to option for sellers in that locality.

You: Hi, I am **[Name]** from **Virginia Capital Real Estate** and I have been a resident of **[Location]** for over twenty years. As a real estate agent, I have helped numerous homeowners find buyers in this area. If you are looking forward to selling your home in the next thirty days, would you be open to a discussion?

The above call script directly gets to the point. The prospect may say yes or no. But even if the seller says no, they will know that you live in the area and will contact you if they need anything in the future. They may even refer you to friends and family members who are looking forward to selling their property.

6. Using the FOMO technique

FOMO or Fear-Of-Missing-Out creates a sense of urgency amongst people. Salespeople often resort to guilt manipulation, pushing, or making empty promises, and often, these malpractices make customers

avoid real-estate agents. So, avoid those tactics. However, if you are making an aggressive sales pitch, you can use FOMO. Here's the script to get started.

You: Hi, I'm [Name], and I work at [Organization]. I wanted to share a quick update regarding the real estate market in [Location]. Almost [Number] homes have been sold in the last [Number] days, and I have recently sold a house owned by [Customer's Name] for [Amount] near your location. Do you know them?

Prospect: Yes

You: So, where were you before you moved here?

Prospect: [Response]

You: And if you are planning to move again, where would you want to go?

Prospect: [Response]

You: Great! And when are you planning to move?

Now, depending on their response, you can propose a follow-up meeting if they are interested. You can let them know that you have helped many people in that area sell their properties, and you can help them if they are willing to make the sale in a month or so. The idea is to create a sense of urgency. Your prospect will feel that without you, they may lose an attractive deal.

*****7. Script for engaging internet leads**

With internet leads, you generally have more information about the prospect. It is because you know what listings attracted their attention and how long they spend on each website. You can call them and converse according to the following script.

You: Hi, I am [Name], working with Virginia Capital Real Estate. I was going through my notes, and I do not see that you purchased a home you were looking for. Did you make a purchase recently? I wanted to update my notes.

At this point, you can go quiet and let the prospect do the talking. Interested clients will talk about what they were looking for and why they did not get the property. You can even use the following three open-ended questions to turn a prospect into a customer.

1. When would you like to see the property?
2. What else would you like to see?
3. What do you find interesting about this property?

8. Scripts for generating leads from open house events

Hosting open house events may not lead to sales directly, but they are great for numerous other tasks. They can help uncover potential listings in the area. They can help you find potential buyers, get new referrals, and more. Also, they can be a great way to know more about the area and the people who live there.

There are numerous ways to get contacts. You can host contests or visit homes in the neighborhood. Here are a few scripts to capture leads during the event.

You: Hi, I would like to keep you updated if any properties you may be interested in comes up on the market. It's hard to stay updated on the market right now since it's so hot. But if you share your contact, I'll let you know if I come across anything relevant.

or

You: I am going to select a lucky winner for a contest. And I will contact them over email. Make sure you sign up so that you don't miss out!

or

You: Thank you for coming over to this event. I met a couple of homeowners today who I'll be visiting to know the neighborhood better. Those who are interested in listing their homes on the market can leave their contact with me. I'll make sure that you're the first to know as soon as I get any updates on the market.

9. Voice mail script for property sales

Often, your calls will go to voice mail. It may feel like a missed opportunity. However, since this is your first contact with the homeowner, you can leave an engaging message. The message should sound as if it is from someone familiar. You can even tailor your pitch according to the prospect or area. Here is an example.

You: Hi, I am **[Name]** working with **[Organization]**. We have just listed a home in your area, and if you know anyone looking to move, just let me know. Thanks!

10. The elevator pitch

Every realtor must have a script that introduces themselves without appearing robotic. They must sound natural and convincing. Here is an example.

You: Hi, I am **[Name]**. Last week I sold a property in this area for a price significantly higher than the asking price. I understand you have a tight deadline for selling your property. I do have some plans to get your property moving on the market. Let me know when we can set up a meet.

Objections are common in an elevator pitch. You should always show empathy but also ask for details.

11. Phone call script for someone you already know

When you already know someone, you can get a head start on other agents. Since you already know the prospect, you can build up a conversation and then make the pitch. An example script would look like this:

You: Hi **[Prospect's Name]**, this is **[Name]**! We met at **[Event]**, remember? How have you been?

You can keep this conversation going without mentioning that you are a real estate agent. However, be honest and let them know why you got in touch with them.

You: As **[Reference]** might have told you, I am a real estate agent working for **[Organization]**. I am getting in touch with friends and family to know where they are with their properties and if they are planning to move. Have you considered anything regarding your property?

If you are having this conversation with someone you know, it will be easy to build trust and keep the conversation real. Even if they say no, you can still have a productive yet casual conversation and gather information.

12. To-the-point cold calling script

Cold calling can consume your entire schedule. So, for some prospects, you should keep a short pitch. Here is an example.

You: Hi, I am **[Name]**, working with **[Organization]**. My agency has some buyers who are interested in properties in your area. Are you looking forward to selling a home now or shortly?

Here, you will get a yes or no answer. If it's a no, you can update the record in your [CRM](#) as "not interested" and move on. Otherwise, you can use your next pitching technique.

13. A script to stop talking about commissions

When talking about selling a property, a lot of clients are stubborn about the commission rates. Getting locked into a conversation about commissions can get ugly. The best way to manage this situation is to suppress it early on in the conversation.

Prospect: I do not want to pay more than a **[X%]** commission for this sale.

You: I understand. I am making a note that you do not want to pay more than **[X%]**. Let me know when you are free to meet. Is tomorrow a good day, or should we meet on the weekend?

Acknowledge the terms that the prospect is putting. However, you do not need to agree immediately. It will give you some room to negotiate later. If you disagree and the prospect does not provide any room for negotiation, there is no point in going ahead with that call.

Real estate cold calling best practices and tips to get over your fears

Some sales reps like talking to people, and therefore they like the cold calling activity as well. But many salespeople, especially when they're new to the business, find cold calling challenging. Nonetheless, just a cold call cannot guarantee a sale. It also matters how effective your pitch is and if you were able to impress them.

Cold calling requires practice and patience. Here are the tips to improve the success rates of your cold calls.

1. Role-play

Real estate agents have to deliver impeccable speeches in a noticeably brief time. You cannot fumble even once. You need to start a conversation and get relevant information over a phone call. It is a skill that needs practice. You can practice role-play and rehearse with friends to see noticeable improvements in your pitch.

2. Stand up

The next time you get into a complex conversation, stand up. You will notice how the energy shifts at once. You will feel more authoritative and energetic when compared to slouching on the chair. Have a look at the increasing popularity of standing desks, and you will understand.

3. Use scripts

Real estate cold calling scripts are a terrific way to get started with calling prospects. You will know exactly what to say when you pick up the phone. Navigating conversations becomes much easier with scripts. However, having scripts ready is not enough. When you're a newbie, you'll need a lot of practice. Hence, once again, role-playing is important.

4. Lead with questions

It is always good to let the prospect do the talking. Their way of talking will allow you to gauge their interest. The more the prospect talks to you, the more likely they are to trust you.

5. Approve. Confirm

When someone makes a statement, repeat it to show that you heard them. Then approve it to show that you acknowledge it completely. Next, by confirming, you condition them to say a yes.

6. Use CRM software to recall context during follow-ups

While it's easy to miss follow-ups, keeping track of the buyers/sellers' responses, making notes, and revisiting them from time to time can also be a daunting task. Therefore, you must consider a solution that automates these tasks. Using this, you can automate task reminders, schedule follow-up emails, and more.

Script for first call with a buyer – WEBSITE LEAD

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Virginiacapitalrealty.com. Are you interested in looking at this property?

Buyer: Yes, I'd love to take a look.

Agent: Excellent! How far along are you in the buying process?

Buyer: [Provides some details]

Agent: That sounds great. [Provide some details about your background and expertise] When are you available to take a look at this property?

Buyer: [States availability]

Agent: OK, [day, time] works for me. One more thing, just so I'm not stepping on anyone's toes. You aren't working with another agent right now, right?

Buyer: No

Agent: OK, see you then.

Script for leaving a voicemail on the first call with a buyer

Hi [contact name], this is [your name] from [brokerage name]. Thank you so much for contacting me. I would love to show you the house/condo/apartment at [address] as well as other similar properties in the area. Please give me a call back or text me at [your number]. I'll also follow up with an email.

Thanks and I look forward to speaking with you!

Script for shoppers who are not ready to buy or are just looking

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Virginiacapitalrealty.com. I haven't had a chance to look it up yet, but I'll see what I can do to set up an appointment to look at it. What was it about that place that interests you?

Buyer: I'm just looking right now.

Agent: Totally understand. What is it you are looking for?

Buyer: [Gives detail on home search], but again, I'm just looking right now.

Agent: No problem. The market is moving pretty quickly, but it's a great time to buy. Do you have a sense of your timeline?

Buyer: [Provides timeline]

Agent: Got it. So, the easiest thing for me to do is to send you an email so you can see properties that fit your interests. It won't be overwhelming, but will keep you up to date about what comes on the market. If you see something that you want to go take a look at, just give me a ring or reply to the email.

Buyer: [Responds]

Agent: Thanks for your time. I'll stay in touch over the next couple of weeks to make sure I'm sending you the right properties. If anything changes, give me a call.

Script for buyers inquiring about a home that is not for sale

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Virginiacapitalrealty.com. That particular house may not be for sale, but I'll look into it further to confirm. What was it about that place that interests you?

Buyer: [Provides info about what they are looking for]

Agent: Great! So, while you were looking on our website, did you see anything else you want to go see? I can set up appointments for all of them so you can get a real feel for what's out there.

Buyer: [Provides other address — oftentimes this keeps them from contacting multiple agents]

Agent: Perfect, when would be the best time to shoot for looking at some of these?

Buyer: [Responds with times]

Agent: Great, let me see what I can do about getting appointments for showings. I'll call you back in 30 minutes, OK?

Buyer: [Responds]

Agent: That should work. One more thing, just so I'm not stepping on anyone's toes. Are you working with another agent right now?

Buyer: [Responds]

Agent: OK, I'll give you a ring back in a few minutes.

Script for buyers inquiring about a pre-foreclosure property

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about the preforeclosure on [street name of home], so thanks for contacting me. Are you familiar with the foreclosure process?

Buyer: [Replies yes or no]**

*[If NO], Agent: Well, the home you asked about it is in pre-foreclosure, which means the homeowner still has an opportunity to catch up on payments with their lender. If that happens, the home loses its pre-foreclosure status.

If the homeowner can't catch up, the home will move into foreclosure, at which time the lender can choose to buy it back, it can be sold as a short sale, or it can go into auction. This whole process can take a long time, sometimes up to two years. When are you looking to buy a home?

*[If YES], Agent: Great! Then as you know, the pre-foreclosure status of this home simply means that the homeowner is behind on mortgage payments and a lot could still happen with this property.

Regardless of the outcome, it is a very lengthy process. When are you looking to buy a home?

Buyer: [Provides timeline]

Agent: Okay, and what is it about this pre-foreclosure property that you like?

Buyer: [Lists features and attributes]

Agent: Great, thanks for sharing. Let's keep an eye on the pre-foreclosure property. In the meantime, I am happy to send you properties that have similar characteristics but are actively on the market.

Alternatively, we can hold out for this property, but I always think it's a good idea to see what's on the market as pre-foreclosures can fall through. Would you like for me to send similar properties to you when I come across them?

Script for fielding buyer questions about a Zestimate

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address]. That particular house may not be for sale, but I'll look into it further to confirm. What was it about that place that interests you?

Buyer: [Provides info about what they are looking for and asks why Zestimate is higher/lower than the sales price]

Agent: The Zestimate home value is Zillow's estimated market value. It's a tool designed to provide a starting point in home valuation, but it's not an appraisal— it can't see inside a home

to understand things that could influence the price. But that's why I'm here!

Buyer: [Follow-up question about price being different from Zestimate]

Agent: I'd love to show you this listing so we can have a better conversation about this property's Zestimate and value. When are you available to take a look?

Buyer: [Responds]

Agent: That should work. One more thing, just so I'm not stepping on anyone's toes. You aren't working with another agent right now, right?

Buyer: [Responds]

Agent: OK, see you then.

Script for fielding seller questions about a Zestimate/website estimate

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Virginiacapitalrealty.com. Are you the homeowner? How can I help?

Seller: I am the homeowner, and I'm not sure you can help. Your website estimate is way off, and I'm contacting you because I'm frustrated.

Agent: Totally understand. I'm so glad you reached out today because I'm a local expert and I can help.

Seller: How? Can you increase it? It's completely off.

Agent: Zillow's Zestimate/our website estimate is just a starting point. Are you interested in potentially selling your home?

Seller: I am, but not at the current Zestimate/website estimate price.

Agent: Got it. So, the best thing for me to do is to take a closer look at exactly what your home is worth. Since Zillow/our website can't see inside, they aren't aware of the specific features that will make your home sell for more. When are you available?

Seller: [Responds with times]

Agent: Great, I will send you some additional information about me, including my/our reviews and my/our recent sales in the neighborhood. I look forward to meeting with you.

How to Respond to 11 Common Objections in Real Estate

1. "I don't need your service. My friend (or relative) is an agent."

A lot of people know someone in real estate, so here's a quick to way to offer an alternative value.

"That is great to hear! Are you comfortable with sharing all of your personal information with your friend? As you know in the home buying/selling process, all of your financial data is front and center. I know I wouldn't want my friend knowing that much about me. Are you sure you want your friend knowing your financial business?"

2. "I'm okay right now. I'm renting a nice place that I like."

This is a golden opportunity to show them a financial opportunity in owning.

"Why pay someone else's mortgage when you can pay yours, build equity, and get more house for less monthly?"

3. "I'm a couple of years out from buying."

Everyone loves to window-shop, but it's a good time to explore the right time to buy.

"Just out of curiosity what is the significance of that date? If we could get you approved for a loan, get you in a house today and show you how to save thousands, would that be of interest to you?"

4. "This is my first time buying a home. I'm a little nervous."

For anyone buying their first home, it can be nerve-wracking. Help put them at ease.

"Did you know that Real Estate has outperformed the stock market in the past 3 years? The wealthiest people in the world own real estate. In just the past year home prices have gone up over 3%. That means if you bought a house today for 300k in one year you would have over 9k in equity."

5. "My credit is bad, so I'm just daydreaming right now."

This is a great opportunity to offer financial advice that could re-shape their lives.

"It's great to day dream and I encourage you to continue looking on our site. Have you talked with a credit repair company? Many times they can make a couple of tweaks that can bump your score dramatically. Can I share your name with Amy/Turner at TowneBank Mortgage? They have an excellent credit repair program, and unlike many others, there is no cost to you to participate!"

6. "I'm just looking on behalf of a friend (or family member)."

Let them know you can be an extension of help.

"That is great that you are looking out for your family, it shows you want the best for them. Fortunately for you, you came to our website. If you'd like, I can reach out to your friend/family and send them some helpful information that can save them thousands on purchasing a new home and why it's so important to pick the right buyers agent."

7. "I'm just looking right now."

Even though their timeline may be far out, they've still shown interest in real estate. See if you can gather their reasons for searching *today*.

"I love looking at homes too. It's why I got into the business. What made you decide to look at homes today?"

8. "I never registered on your website!"

Be understanding that there is some confusion. It's always good to double-check and see if another family member registered with their contact info.

"I'm sorry. Perhaps your spouse or friend registered with your information. Are you looking for a home in _____?"

9. "You have been contacting me way too much!"

Giving a lead the 10-days of pain can be brutal and annoying. Again, acknowledge their issues and offer a reason + solution.

"First let me apologize. We are in a very fast paced market right now and I want to make sure that you don't miss out on any deals. How often would you like to be updated?"

10. "I'm busy right now. I'll call you back."

Try to get a small commitment here – ask if they can answer 4 quick questions in less than 2 minutes. This will set you up for further conversations later, where you can offer more detailed help.

"I understand, if I can just ask you 4 quick questions, I can have you off the phone in less than 2 minutes. Would that work?"

1. Where are you looking?
2. What is your timeline?
3. What is your email address so I can send you a few homes?
4. When is a good time to follow up with you?

Walking Away with a “No Thanks”

Hearing the word “no” is never easy, and getting rejected can easily put you in a dark mood. So, it’s worth saying, “don’t give up.” Perseverance requires maintenance in real estate. If you start to feel tilted, like you’re getting more frustrated, take a break. Do something non-work-related.