

# Top 10 Real Estate Cold Calling Scripts

## 1. Responding to an Online Form Script

Hi, I'm *(name)* with *(real estate company)*.

I received your information from the form you filled out online requesting a *(marketing report/property information)*. Do you remember filling out this form? Is now a good time to talk? *(wait and listen)*

The reason for my call is that I wanted to confirm that you received the information I sent you, introduce myself, and answer any questions you might have. I have been an agent in *(area)* for *(X)* years. Last year was a record for me, actually—I sold *(X)* homes and helped *(X)* people find new homes, many in the area you're interested in. That community is truly unique; it offers *(list features of the neighborhood/community)*.

I know for a fact that some new homes are coming on the market soon in *(community of interest to the lead)*. Would you be interested in seeing some of them, or perhaps meeting to discuss your home buying needs? *(wait and listen)*

## 2. Mutual Interest Cold Calling Script

Hi *(contact name)*, this is *(name)*.

We know each other from *(child's parties, neighborhood events, religious organizations, and so on)*. How have you been? *(Engage with questions and information about what you've been doing.)*

I was calling because, as you might know, I'm a real estate agent for *(brokerage)*, and I'm just touching base with friends and family to see if they've thought about upgrading, downsizing, or selling their home. Have you considered it, given the market right now? Buyers are really hungry for places like yours! *(wait and listen)*

### 3. Recent Nearby Sale Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

I recently sold a property down the street from you *(details about the sales price)* at *(address)*. That's *(dollar amount)* more than the average sales price in your area, which means buyers are really wanting to buy in *(contact's development/community)*.

I was wondering: Have you thought about selling your home, and if you knew you could get a fantastic price for it? *(wait and listen)*

### 4. Home Valuation Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

As you know, our neighborhood market has gotten really hot. For example, one house sold for *(insert details)*. The house at *(property address)* sold for *(insert details)*.

I was wondering if you have considered listing your home now that the values are higher than they've ever been. There is a lot of demand for homes like yours, and there aren't many for sale right now. *(wait and listen)*

### 5. Ready Buyer Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

The reason for my call is that we have buyers currently looking for homes in your neighborhood. In fact, some have indicated they would gladly pay as much as 20% above asking prices so they could move in quickly. Would you consider selling your home if you had someone lined up to buy it? *(wait and listen)*

I know choosing to sell your home is a big decision, so I understand if you need to take some time to think about it. At the very least, can we schedule a meeting to talk about your thoughts and concerns? When would be good for you? *(wait and listen)*

## 6. Neighborhood Expert Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

I know it might be odd getting a call out of the blue, but I've been selling a lot of properties in the neighborhood and was wondering if you knew when you might be putting your home on the market. *(wait and listen)*

What would you be looking for when you hire your next agent? *(Listen, and start a conversation about buyers you have, how many listings you've sold in the area quickly, and what makes you different.)*

## 7. For Sale by Owner (FSBO) Cold Calling Script

Hi, I am calling about your home. Are you the primary homeowner?

I'm *(name)* with *(real estate company)*. I see that your house is for sale, and I'm wondering if your asking price matches my research about the possible sale price of your house. How much are you asking? *(wait and listen)*

Ah, I think you can actually get more for your home. I've compiled marketing data that shows houses in your area with the same features are selling at *(insert price)* and take an average of *(insert days)* to sell. A good real estate marketing plan can increase the possibility of sale and decrease the number of days on the market—both while ensuring a higher sales price.

Would you be interested in discussing how I can help you make this happen? *(wait and listen)*

## 8. Expired Listing Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

The reason for my call is that I noticed your home listing expired on *(insert date)*. Have you decided to relist your property with the same agent? *(wait and listen)*

***(If no or undecided)*** When I reviewed your property listing, I noticed one thing that we can do to improve your sales approach. Would you be interested in finding out how we can correct that one thing? I'd love to discuss the possibility of listing your property with me and how I can help attract more interested buyers. *(wait and listen)*

***(if yes)*** Well, I'm glad you've decided to relist. If you find that your agent isn't getting you the offers you want or need, I'd be happy to step in and offer a different approach. Feel free to call me anytime to discuss a different marketing strategy that can help increase buyer offers.

## 9. Probate Lead Cold Calling Script

Hi, I'm *(name)* with *(real estate company)*. Is this the homeowner?

I understand from *(name)* at *(company)* that you have experienced a loss in your family. I am sorry for your loss. I know the last thing you need to deal with right now is the logistics of managing that family member's home. I am contacting you to see if you have considered selling the property and if there is anything I can do to help.

I understand this might not be a good time to talk, but could we set up a time to discuss your needs and how I can help you? *(wait and listen)*

## 10. Reconnection Script

Hi, *(insert buyer name)*. It's *(name)* from *(real estate company)*. I helped you buy your home in *(neighborhood/community)* in *(date/season)*. I recently sold a home in your area and thought about you. How are things going? *(wait and listen)* *(After chatting for a few minutes)* It is so good to hear that you are happy with your home purchase. I thoroughly enjoyed working with you and would love to help you if you need any real estate guidance in the future.

Also, would you mind if I send you a review link so you can share your experience? I know other homebuyers want to know how I work as an agent and prefer to hear from clients. *(wait and listen)*