

99 Problems, but a Script Ain't One

In this class, we shared a bounty of phone call, text, and email scripts to get results – from new lead engagement, to re-engaging your sphere. We also covered best practices when it comes to engagement to put you on the path to success.

[Click Here](#) to see our entire list of email scripts

Phone & Voicemail Scripts

If your new lead provides a phone number, don't be afraid to give them a call, just be sure to call right away, preferably within 5 minutes if you can. Tell them why you're calling, and ask open-ended questions so they engage with you. If there's no answer on your first call, don't leave a message. Then you can try calling again after 5-10 minutes (do leave a voicemail here if no answer).

New Lead Phone Call

Hi, this is _____ from _____. You were looking at properties on my website, and I wanted to introduce myself. Tell me a little about your experience with the search process so far...

If you are like most people I have talked with, this entire process can be pretty confusing! How long have you been looking online? What has helped you? What hasn't?

New Lead Voicemail

Hi, this is _____ from _____. You were online looking at homes on my website and I just wanted to introduce myself. If you are like most people I have talked with, this entire process is pretty confusing, and so I'd love to chat briefly with you to get an idea of your needs and your time frame so I can follow-up accordingly.

Give me a call back at XXX-XXX-XXXX I look forward to hearing from you.

New Lead Voicemail

Hi, this is _____ from _____. You were online looking at homes on my website and I just wanted to introduce myself. I'm sure you get calls like this all the time and if you're like me, sometimes you just get online and start shopping and you want to be left alone. So, please, keep doing that. There's no obligation to use my website, and you can decide when to contact me or anyone else. I'll send you an email with my contact information in case you have any questions. Thank you very much.

Text Messages that Convert

Texting should typically occur more once you've established a relationship with your contact. However, for new lead engagement, there are two, highly effective text messages to send:

1. Text just their first name with a question mark (e.g. Steve?). You'd be surprised how often people respond to this, even if just out of sheer curiosity! Once they respond, start your conversation.

2. Send the text below to new leads, even if you're not in an appointment or busy. It is a very effective way to get a response, and find out more info on what they're looking for.

Hey Jenn, I'm in an appointment right now. What can I help you with so I have the information on the properties you want when I give you a call back?

Handling Objections or Resistance

It's not uncommon to get resistance or objections from new leads, especially upon your initial contact. It's important to understand why, it's not because they don't like you, it's because they may be early in their timeline, just starting their search, or simply not ready to talk to an agent. Remember, most consumers are searching for homes, not for real estate agents.

"No thanks, I don't need any help right now."

Hey – that makes complete sense. This process takes a long time. My goal is determine, if possible, where you are at in this process because I assume you don't need me right now but down the road you might have questions. Would it be ok if I continue to send you listings so you can search on your own time?

"Please take me off your list." "I don't remember registering, I'm not interested."

I'm sorry I should have better explained this. You were looking at properties in XXX area and registered on my website. I am reaching out to let you know that I actually exist behind the site because in my experience, waiting for someone to follow up with me is very frustrating. If you're actively looking to buy or sell, do you want to use my website? There is no obligation or agreement and that way you can decide when to contact myself or anyone else.

"Please don't call me anymore."

No problem. I completely understand that you want to go at your speed. I would like to invite you to continue using my website throughout your search process that way you can reach out if or when you decide you are ready.

"The listing I liked is no longer on the market."

- Educate them on why this happened and why they saw it
- Very important to explain that you can service an entire area
- Tell them just because that listing is either gone or wasn't yours, you can still help

"No thanks, I'm going to just keep searching on Zillow."

- Explain the pitfalls of Zillow and explain the data, along with how it works
- You have a website that allows them to search anonymously and at their pace
- Let them know you won't bug them and they can communicate directly with specific questions

[Click Here](#) for the class recording