

Cold Calling Scripts and Checklist

3 scripts, 4 objection handlers, and a pre-session checklist for real estate agents

Cold calling scripts

- 1 FSBO script. Lead with buyer access and ask a single cooperating question.

Hi, this is [Name] with [Brokerage]. I noticed your home at [Address] is for sale, and I'm calling because I have buyers actively looking in that price range. Are you the owner? Would you be open to working with a buyer's agent if I brought you a qualified buyer? I ask because I would hate for you to miss a strong offer over a communication gap.

- 2 Expired listing script. Lead with a market analysis offer rather than a listing pitch.

Hi, this is [Name] with [Brokerage]. I noticed your listing at [Address] recently came off the market. I am not calling to ask for the listing today. I did a quick analysis of why similar homes in this area did not sell, and I found a few patterns that might explain what happened. Would 15 minutes be worth your time?

- 3 Circle prospecting script. Reference the nearby listing and close with a single open question.

Hi, this is [Name] with [Brokerage]. I just [listed / sold] a home at [Address], about [X] blocks from yours. I am reaching out to neighbors because this market is moving fast, and I want to make sure anyone thinking about their options has the current numbers. Do you have two minutes?

Objection handlers

I do not want to pay commission.

That makes sense. The question worth answering is whether a full marketing plan nets you more after commission than your current asking price. I can pull those comps in five minutes.

I am not interested.

Absolutely. Can I ask what would have to be true for a call like this to be worth your time?

I already have an agent.

Perfect. I hope it goes smoothly. If timing or circumstances change, I am happy to be a resource. May I leave my name and number with you?

Call me back in six months.

I will absolutely do that. Can I send you a monthly market update so you have the numbers when you are ready?

Pre-session checklist

- Pull a DNC-scrubbed phone list: FSBO data, expired listings, or a neighborhood radius
- Set a 60-minute calling block (9 to 11 AM or 4 to 6 PM) and treat it as a fixed appointment
- Choose one script type to start with: FSBO, expired, or circle

- Write a one-line session goal, for example "book 2 appointments from 80 dials"
- Dial with a local area code number (pickup rates are higher than toll-free or out-of-state numbers)
- Log every call: answered, voicemail left, callback requested, or appointment set
- Send a short voicemail for unanswered calls and follow up with a text within the hour
- Schedule a second contact for every pick-up that did not book, within 48 hours

Run this checklist for five straight calling days to establish your personal dial-to-appointment rate.