

# Internet Lead Follow-Up Script Pack

10 scripts and 5 objection handlers for online lead response

## First-touch scripts

- 1 First text within 5 minutes of inquiry. Text first, then call.

Hi [Name], this is [Your Name] with [Brokerage]. You just asked about [Address or Neighborhood]. Is now a good minute to chat, or should I call you at [time]? [Your Name] [Phone number]

- 2 First phone call opener. Name the platform where they inquired.

Hi [Name], this is [Your Name] calling from [Brokerage]. You submitted an inquiry on [Zillow / Realtor.com / my website] a few minutes ago about [property or area]. I wanted to reach you while the listing was still fresh. Do you have two minutes?

- 3 Voicemail script. Send Script 4 immediately after leaving this voicemail.

Hi [Name], this is [Your Name] with [Brokerage]. You reached out about [property or area] online, and I wanted to follow up personally. I will text you right after this so you have my number. Or call me back at [phone]. Talk soon.

- 4 Day 1 evening follow-up (no response yet). Evening texts convert better for internet leads.

Hey [Name], [Your Name] here. I reached out earlier about [Address or area]. Just wanted to make sure you got my message. What questions do you have? Happy to send over similar listings or get a showing on the calendar.

## Day 2 to day 30 scripts

- 5 Day 2 email follow-up. Keep the subject line specific to the neighborhood.

Subject: Homes matching your search in [Area]  
Hi [Name],  
You looked at [Address] yesterday. I pulled three similar listings that just hit the market in [Area] and attached them below.  
Are any of these in the right range for you? I can schedule a showing this week if something catches your eye.  
[Your Name]  
[Phone] | [Brokerage]

- 6 Day 3 re-engagement text. Add a real market detail every time.

[Name], there are [X] homes currently active under \$[price] in [Neighborhood], and two just had price drops this week. Worth a five-minute call to see what fits?

- 7 Day 7 long-range text. The direct question gives the lead an easy out.

Hi [Name], [Your Name] from [Brokerage]. Last week you were looking at homes in [Area]. Are you still searching, or did you find something? Either way, happy to help.

- 8 Property-specific inquiry reply. End with an open question about what they value.

Hi [Name], I'm [Your Name], the listing agent for [Address] you just saved. Happy to answer any questions or set up a private showing this week. What matters most to you about this home?

- 9 Buyer qualification opener. Run all three questions back to back.

Great, so you are focusing on [Area]. Three quick questions to make sure I send you the right listings: What is your ideal move-in timeline? Are you pre-approved yet, or would a lender referral help? And what is the one feature this home has to have?

- 10 30-day nurture text. Update the market stats every time you send this.

[Name], [Your Name] here. It has been a few weeks since you looked at homes in [Area]. The market has shifted: [X] new listings hit this month and the median days on market is now [X] days. Ready to look again, or still planning for later in the year?

## Objection handlers

### I am just looking.

Totally makes sense. Most buyers browse for weeks before they find the right one. I can set up a saved search so the best matches hit your inbox the moment they list. What area and price range are you watching?

### I already have an agent.

Good to hear. Sounds like you are well covered. If anything changes or your agent is not available when something hits the market, feel free to reach out. I will leave my number in case.

### I am not ready to buy yet.

No pressure at all. Most buyers I work with start looking online three to six months before they are ready to move. I can add you to my monthly market update for [Area]: one email per month, no spam, just the numbers. Want me to add you?

### Can you just send the information by email?

Absolutely. To make sure I send you useful listings and not a hundred that don't fit, can I ask: what are the two or three things that matter most in your next home?

### How did you get my number?

You submitted a request on [Zillow / Realtor.com / my website]. Your contact info came through with the inquiry. I can remove you from follow-ups right away, no problem. But since you are here: what questions did you have about the listing?

Replace every bracket with a real detail before sending any script.