

# Real Estate Agent Script Pack

11 copy-paste scripts by scenario. Read them aloud until the words are yours, then improvise.

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## Prospecting and cold call scripts

- 1 General prospecting call. A general prospecting call opens the door. The goal is one next step: an appointment, a callback, or permission to follow up.

"Hi, this is [Your Name] from [Brokerage]. I specialize in [Neighborhood] and I am reaching out because I have buyers actively searching in this area right now. Do you have 60 seconds?"

"I work from a prospecting list for this area. I understand if this is not a good time. Is there a better day to connect, or would email work better for you?"

- 2 FSBO (for sale by owner) outreach. FSBO sellers receive many agent calls. One specific question separates you from the others: are they open to cooperating with a buyer's agent. If yes, ask for the appointment.

"Hi, this is [Your Name]. I saw your home for sale at [Address]. I work with active buyers in [Neighborhood] and wanted to ask directly: are you open to cooperating with a buyer's agent on the sale?"

- 3 Expired listing outreach. Expired sellers have already decided to sell. Their frustration is with the previous process, not with selling. Lead with a specific result, not a generic pitch.

"Hi [Name], this is [Your Name] from [Brokerage]. I noticed your home at [Address] came off the market recently. I have sold [X] homes in [Neighborhood] in the past 12 months, and I know what was missing from the previous marketing. Can I give you a 10-minute overview of what I would do differently?"

## Objection-handling scripts

- 4 Objection: "I am already working with an agent."

"I completely respect that. Is your listing agreement currently active? If it is, I will step back and leave you my card for when circumstances change. If you are not under an active agreement and looking for a different result, I would be happy to walk you through what I would approach differently."

- 5 Objection: "The market is too slow. I want to wait."

"A lot of sellers feel that way right now. The buyers who are in the market today are serious buyers, not window shoppers. Would it help if I pulled a quick market snapshot for your specific street so you can see exactly what is selling and for how much?"

- 6 Objection: "Your commission is too high."

"Commission is a real consideration and I want to address it directly. An agent who discounts their fee but sells your home for 3% below market value costs you far more than the commission difference. Can I walk you through the net proceeds comparison: a full-market-price strategy versus a discounted-commission approach?"

## Follow-up scripts

- 7 Follow-up after a showing. Make this call the same day as the showing. A same-day check-in reaches buyers before a competing agent fills the gap. For listings where you want to accompany the follow-up with something visual, a listing video built from photos gives buyers a second look without requiring a return visit.

"Hi [Name], this is [Your Name]. Thank you for touring [Address] today. I wanted to check in while the details are fresh. Did any questions come up, and is the home still on your radar?"

- 8 Follow-up after an open house

"Hi, this is [Your Name]. You came by our open house at [Address] on [Day]. I wanted to reach out while it is still fresh. Did anything stand out, or would it help if I sent a few comparable homes in the area?"

- 9 Past client check-in. A past-client call is a referral-sourcing call. The best outcome is not that they are moving; it is that you are the first person they think of when someone in their network asks for an agent.

"Hi [Name], this is [Your Name]. We worked together on [Address] a while back. I am still active in your neighborhood and wanted to stay in touch. No agenda. If you ever think about making a move, or if someone you know is looking, I would love to be the first call."

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## Listing appointment and buyer consultation scripts

- 10** Listing appointment confirmation. This confirmation call reduces no-shows and signals preparation. A seller who knows you are arriving with data is far less likely to cancel.

"Hi [Name], this is [Your Name] confirming our appointment on [Day] at [Time] at [Address]. I am bringing a full market analysis and my complete marketing plan. Is there anything specific you want me to focus on when I arrive?"

- 11** Buyer consultation opener. Set the consultation before you send listings. A buyer who has described their priorities to you takes your recommendations seriously. Your real estate agent bio on your website gives them context on who you are before that first call.

"Hi [Name], thank you for reaching out about buying in [Area]. Before I start sending listings, I want to make sure everything I send is actually worth your time. Can we set up a 20-minute call so I can understand exactly what you are looking for? Does [Day] at [Time] work?"