

Real Estate SMS Script Pack

6 compliant text templates for leads, follow-ups, open houses, and alerts

New lead and follow-up scripts

New lead, first response

Send within five minutes of a new inquiry. Response rates drop sharply after the first hour.

Hi [Name], this is [Agent] with [Brokerage]. You asked about homes in [Area]. I have a few that match, want me to text you a list? Reply STOP to opt out.

Follow-up after no reply

Use five to seven days after an unanswered first contact. Shift to email or call rather than sending a third text.

Hi [Name], [Agent] here. Checking in on your home search in [Area]. Still looking, or has the timing changed? Happy to adjust. Reply STOP to opt out.

Open house and listing alerts

Open house reminder

Schedule 24 hours before the event. A same-morning follow-up is optional but cuts no-shows.

Hi [Name], [Agent] with [Brokerage] here. Quick reminder: open house at [Address] this [Day] from [Start Time] to [End Time]. Hope to see you there. Reply STOP to opt out.

New listing alert

Match the listing details to the specific criteria the buyer shared.

Hi [Name], [Agent] here. A new listing just hit in [Area] at [Price]. [Beds] bed, [Baths] bath, [Key feature]. Want to schedule a showing? Reply STOP to opt out.

Price reduction alert

Send only to leads who viewed the property or saved it as a favorite. Follow with a call for serious buyers.

Hi [Name], [Agent] with [Brokerage] here. The price on [Address] just dropped to [New Price]. This one has been popular. Worth a look this week? Reply STOP to opt out.

Referral request

After closing, referral request

Send two to three weeks after closing, once the move-in transition settles.

Hi [Name], [Agent] with [Brokerage] here. So glad the keys are in your hands! If anyone you know is buying or selling in [Area], I would love the introduction. Reply STOP to opt out.

TCPA compliance checklist

- Collect prior express written consent before any marketing text.
- Identify yourself in every message: first and last name and brokerage.
- Send only between 8 am and 9 pm in the recipient's local time zone.

- Honor every opt-out immediately and sync suppression with your CRM.

Penalties start at \$500 per message for standard TCPA violations and rise to \$1,500 per message for knowing or willful violations.