LEAD RESPONSE SCRIPTS

Edit each script into your own voice, then keep them where you can paste them fast. Fast and personal beats long and polished.

Your details

Your name _____ **Brokerage** _____

Phone _____ **Booking link** _____

1. First text reply to a new listing inquiry

Example: Hi [name], this is [your name] with [brokerage]. Thanks for asking about [address]. I can answer questions or set up a showing. What would help most?

2. First email reply

Example: Subject: [address] - quick answer. Hi [name], thanks for your interest in [address]. Here is the link to the listing: [link]. Would you like to see it in person? Here is my calendar: [booking link].

3. After-hours auto-reply

Example: Thanks for reaching out about [address]. I will reply first thing in the morning. If it is urgent, call or text [phone]. Meanwhile, you can book a showing here: [booking link].

4. Voicemail script (under 20 seconds)

Example: Hi [name], [your name] with [brokerage] returning your inquiry on [address]. I will text you the details now. Call or text me at [phone] any time.

5. Showing request confirmation

Example: You are set for [day] at [time] at [address]. I will meet you there. Reply here if anything changes.

6. Day 3 and day 7 check-ins

Before you send

- [ ] I have permission to text or email this person
- [ ] Every marketing email has my address and a way to opt out
- [ ] I only stated facts I can back up from the listing
- [ ] I stopped contacting anyone who asked me to stop

General guidance, not legal advice. Rules on texts, calls and emails vary, so follow your brokerage's guidance and the rules where you work.