

Sample Phone Script

(Modify as Needed)

- ❖ Good [morning/afternoon/evening]. May I please speak with [customer name]?
- ❖ Good [morning/afternoon/evening], my name is [CSR Name] calling on behalf of [Agent Name] from _____ Real Estate. How are you today?
- ❖ [customer name], [Agent Name] recently sent you a [name of report] – have you received it?

(If Yes) Are these reports of interest to you? (If they say “yes”, then state you are pleased to hear they find the reports of interest.)

- ❖ Thank you. Are you or someone you know considering selling or buying property that [Agent Name] can help you with?

(If Yes) Do you have a time frame in mind to start the buying or selling process?

- ❖ Would there be any real estate questions that [Agent Name] can answer for you?

(If Yes to buy, sell or questions): reconfirm name, number, and best time to call

Name: _____

Phone: _____

Date _____ Time _____

- ❖ Thank you for your time today [customer name].

(If Yes to buy, sell or questions) ... [Agent name] will be contacting you as soon as possible. If you would like to contact [Agent Name], their phone number is [Agent Phone #]