

# INTRO SCRIPT FOR SELLER LEADS

Need the right follow up for the seller leads pouring in from your landing page ads? We've got you covered on the best introduction scripts that have worked best for us. The best method is to always call first, texting comes in as the second best follow up, and email for keeping in touch.

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## PHONE CALL:

"Hi, is this (first name)?"

[Receive name confirmation]

"Hey (first name) this is (your name) with (brokerage), I just received the notification for your home value CMA, I wanted to reach out and make sure the numbers were correct for you. The estimate can be off if the tax records aren't up to date. Is your home still a (bedroom and bathroom count)?"

[Wait for response]

"Great! And have you done any major renovations to the home since the last time you purchased?"

[Wait for response]

"Okay, perfect. I'm going to get your in-depth CMA put together and will send it over to your email shortly. That way you have a better understanding of how sales are in your neighborhood if you decide to list your home. Do you have a timeframe in mind on when you want to put your home up for sale?"

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\*\*\*NOTE: Continue with conversation depending on response. End with reminding them you will send the CMA report to their email. If they have a short time frame on listing their home, go with the close for setting the appointment. This script is for intros to calling, we will be providing objection handling scripts to Within the Vault as well. \*\*\*

## **TEXT MESSAGE:**

"Hey (first name) this is (your name) with (brokerage). I got your CMA request based on neighborhood sales. The numbers can be off if the tax data isn't correct. Is the home still a (bedroom and bathroom count)?"

[Wait for response]

"Perfect, I'll get the in-depth CMA over to your email in just a moment. Do you have a timeframe on when you wanted to list your home?"

\*\*\*NOTE: Keep text messages as short as possible, you want to keep it simple, ask a question, and get a response. Once you open a line of communication, you can go in for the close. Some people will prefer to continue texting till appointment is set, some people may request a call. It will throw the lead off if your text is too aggressive or too long and produce a lower response rate. \*\*\*

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## **EMAIL:**

"Hey (first name),

Hope you enjoyed our property valuation app. I wanted to make sure you are seeing the right numbers for your home, the tax record can throw the number off if it's not up to date. Is your home still a (bedroom bathroom count) and have you made any renovations since buying? I'll send a complimentary report that has a more in-depth analysis and a more accurate number. Look forward to hearing from you and getting you your report."

Your name

Business Info

\*\*\* NOTE: These intros, after playing around with a plethora of versions, have led to the most responses. The more leads you can get to communicate with you, the bigger chance you have of turning them into business. You accomplish this by being short and simple, and initially asking a question that doesn't feel like they are being put on the spot. \*\*\*