

# SCRIPTS



## Responding to online leads



Property  
Finder

HUB

# RESPONDING TO ONLINE LEADS

## Follow these scripts to:

- ✓ Set yourself up for a successful first conversation with a lead
- ✓ Confidently approach prospects with the aim of converting and winning the business
- ✓ Feel more comfortable and at ease
- ✓ Professionalise your approach

## Responding to online leads

Speed matters when it comes to converting online leads to real world clients. Customise these scripts and add them into your email message templates.

Tip: As WhatsApp is hugely popular in Egypt and also an easy and preferred way of communicating with your clients, you might like to create a Folder in your smartphone's Notes, Evernote or Google Drive app with these scripts for easy access on the go.

### 1. Script for introduction phone call with general information

Hi \_\_\_\_\_, this is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you are interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. Is now a good time to speak? Okay, great. I wanted to introduce myself and let you know that I am happy to answer any questions you may have or can do some additional research for you on homes in the areas you're interested in. If you'd like, I'd love to pull together a personalised Pricing Report for you. Would that be helpful?

(Wait for answer)

Great! What would be the best way to deliver that to you?

(Wait for answer)

Great, please expect to receive that from me by [insert method] within [insert timeframe]. In the meantime, I'm here for you if you need anything with regards to real estate. Is there anything else I can help you with today?

## Next Steps

Quickly follow up with a personalised Pricing Report and ask open-ended questions about their time frame and what type of property the prospect is looking for.

### 2. Script for introduction phone call responding to specific question

Hi \_\_\_\_\_, this is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you are interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. I saw that you had a question about \_\_\_\_\_(question)\_\_\_\_\_. I wanted to let you know that I am in the process of gathering the information that you requested. I am happy to answer any questions you may have or can do some additional research for you on homes in the areas you're interested in. If you'd like, I could also pull together a personalised Pricing Report for you. Would that be helpful?

(Wait for answer)

Great! What would be the best way to deliver that to you?

(Wait for answer)

Well, I don't want to take up too much of your time as I'm sure you're busy, but I'll send along your requested information and that report shortly. In the meantime, I'm here for you if you need anything with regards to real estate.

## Next Steps

Quickly follow up with the requested information, a personalised Pricing Report and ask open-ended questions about their time frame and what type of property the prospect is looking for.

### 3. Script for email introduction to a lead with a specific question

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate. Thank you for contacting me through Property Finder. I am in the process of gathering the information that you requested. In the meantime, feel free to let me know if you have any other questions or if you are interested in any other properties you may come across. I'd be happy to provide you more information or even schedule a time to see a few properties. I will be in touch shortly to provide the information that you requested and answer any other questions that you might have. Thanks again!

#### 4. Script for email introduction to a lead with general questions

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. How is your home search in the \_\_\_\_\_ area going? Please let me know if you have any questions about the home buying process. As you continue to search for available homes in the area, keep in mind that I am able to show you in person any of the homes you see online. I look forward to speaking with you soon.

#### 5. Script for email for a specialty service offer

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. Even if you are not ready to start touring homes, I have a VIP buyer service you might really appreciate. I can send you maps, floor plans, area guides and additional photographs or price trends for a property like yours. Can you think of anything you might need right now? I look forward to hearing from you.

#### 6. Script for email regarding home viewings

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. I am available to show you in person any properties you see online to get a closer look at your homes of interest. What are 2-1 'must haves' in your next home? I have some time this weekend to show, so give me a call if you're looking to get the ball rolling. I can be reached via email at \_\_\_\_\_ or phone/text at \_\_\_\_\_. I look forward to speaking with you soon.

#### 7. Script for email to potential buyers

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I understand that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_\_. I am available to show you in person any properties you see online to get a closer look at your homes of interest. What are 2-1 'must haves' in your next home? I have some time this weekend to show, so give me a call if you're looking to get the ball rolling. I can be reached via email at \_\_\_\_\_ or phone/text at \_\_\_\_\_. I look forward to speaking with you soon.

## 8. Script for email to sellers

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I noticed that you were interested in selling your property at \_\_\_\_\_ (location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_. If you're interested, I'd love to share some information about the current market and the best options for sellers. Give me a call back at [phone number] or email me and let's talk. Please let me know if you need anything else. I look forward to helping. Have a wonderful day.

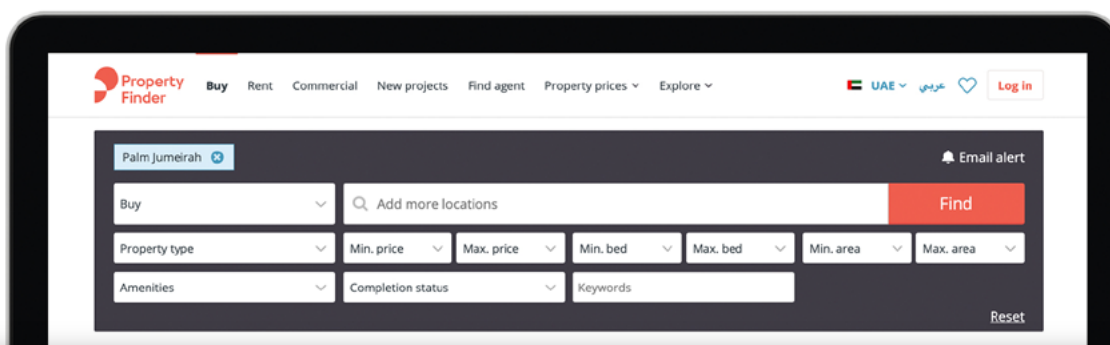
## 9. Script for email to sell inventory

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I noticed that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_. Unfortunately, that home already sold, however the property below is still available. I will be in the community on Saturday afternoon if you would like to take a look at the inside. You can always call or email me for additional information or to see a home that catches your attention. Please let me know if you need anything else. I look forward to helping. Have a wonderful day!

## 10. Script for email to know more about client requirements

Good morning \_\_\_\_\_! This is \_\_\_\_\_ with \_\_\_\_\_ Real Estate; you recently contacted me through Property Finder and I noticed that you were interested in learning a bit more about the property at \_\_\_\_\_(location)\_\_\_\_\_ in \_\_\_\_\_(area)\_\_\_\_. (Insert one of the following or similar questions in your email) Are you looking for a home with a garden, pool, in a specific community, do you prefer newer areas, would you also like to see listings in (insert area)? Whenever you are ready to start looking or have questions about a property, don't hesitate to reach out to me. I am always here to help. Have a wonderful day.

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