



Real Estate Made Easy.

**Always fill in the blanks** \_\_\_\_\_, do not use a mass text feature, and ALWAYS put your name at the end with a dash in front like this - \_\_\_\_\_ ( i.e.- todd )

**Sometimes** - include your company name and website or email (they have your phone number...) however this makes it less personal and more formal so do that sparingly.

**THE MORE PERSONAL AND CUSTOMIZED THE BETTER.**

This is not a blast approach and not a mass marketing approach. But rather a one-on-one communication between you and someone you know, a lead, or someone in your sphere of influence designed to initiate a response and start a conversation. That is engagement

**Here are a few texts that got the leads to respond the best:**

Past client, Sphere of Influence, Leads who you have worked with who have gone cold:

Hi \_\_\_\_\_, I hope all is going well. Just checking in to see how you are doing?

Hi \_\_\_\_\_, I hope all is going well. Just checking in to see how you are doing in your new home?

Hey \_\_\_\_\_, it's \_\_\_\_\_ and \_\_\_\_\_. How are things going with your home?

Hey \_\_\_\_\_, how are you doing? Haven't talked to you for a bit.

Hi \_\_\_\_\_, I just called someone whose name was right next to yours in my phone and wanted to say hi and see how you are doing.

Hi \_\_\_\_\_, quick question. Who do you know who wants to buy or sell a house?

Hi \_\_\_\_\_, Asking for help from friends like you. Who do you know who wants to buy or sell a home?

Hi \_\_\_\_\_, Just wanted you to know... Open house this weekend. (Attach link)

Hi \_\_\_\_\_, Just wanted you to know... Price reduction (Attach link)

Hi \_\_\_\_\_, Just wanted you to know... New listing (Attach link)

Hi \_\_\_\_\_, Check this out. Just Sold. I can sell yours too. (Attach link of sold listing.)

**Buyers:**

Hi \_\_\_\_\_, I hope all is going well. Just checking in to see how your home search is doing?

Hi \_\_\_\_\_, Some homes just hit the market last night in the neighborhood you were looking in. Do you want me to send you a link so you can see their pics and info?

Hey \_\_\_\_\_, it's \_\_\_\_\_ and \_\_\_\_\_. How are things going with your home search?

Hi \_\_\_\_\_, thanks for continuing to search for homes on our/my site. Do you want to see any homes here in the month of May?

- \_\_\_\_\_  
Hi \_\_\_\_\_, I saw this home on tour and thought you might like it. What do you think? (Attach link.)

**Sellers:**

Hi \_\_\_\_\_, I know you and your hubby were working on fixing up your house to put on the market. Are you still interested in that?

Hi \_\_\_\_\_, Home values have risen in your zip code and the hot months for selling are coming up. Let me know when you are ready to sell - \_\_\_\_\_

Hi \_\_\_\_\_, I overheard a few buyers in the office that are looking in your neighborhood, but there really isn't much on the market. Are you still interested in selling?

Hi \_\_\_\_\_, Check out a pic of my new lighted for sale sign... I'd love to use it to help sell your home! Text me when you are ready...

Hi \_\_\_\_\_, Check this out. Just Sold. I can sell yours too. (Attach link of sold listing.)

Hi \_\_\_\_\_, Are you curious about what your house is worth? I can do a free CMA just so you'll know.

**Recently Visited Website Lead:**

Hey \_\_\_\_\_! I noticed that you've been viewing homes in \_\_\_\_\_ on our website \_\_\_\_\_ .com . Would you like to see any of them this weekend?

Hi \_\_\_\_\_,  
This is \_\_\_\_\_ with HomeSmart \_\_\_\_\_. Have you seeing any homes lately that you like? Do you have any real estate questions?  
Thank you

Hey \_\_\_\_\_! I noticed that you've been viewing homes in \_\_\_\_\_ on our website \_\_\_\_\_ .com. Would you like to see any of them this weekend?

Good Morning. I'm \_\_\_\_\_, a REALTOR with HomeSmart \_\_\_\_\_. I saw you recently logged onto our site \_\_\_\_\_ .com to view property. Did you have any questions or want to see any homes?

- Your Name**
- REALTOR**
- Phone number**
- Email**
- License #**

**Corporate Office**

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**Contact attempt no. 1 (made as fast as possible):**

“Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - Thanks for your inquiry on 123 Main Street. I’m texting because of the request for more information you made on my website. You can call or text me at 555-555-5555. If I don’t hear from you, I’ll give you a call or text back in a couple of hours.”

Introduce yourself and the company you work for;  
thank the lead for the inquiry;  
mention the property the lead asked about;  
mention where the lead made the inquiry from (e.g. brokerage website, Zillow, realtor.com, etc.);  
and note that you’ll call again in a couple hours if you don’t hear back.  
(Mentioning the address of the property a lead asks about as well as where the lead made the inquiry from can increase response and engagement with leads “dramatically.”)  
(Noting that you’ll call back if you don’t hear from a lead helps set expectations for the up to five more calls and texts that could be coming their way.)

**Contact attempt no. 2 (two to four hours after first attempt)**

“Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - Thanks for your inquiry on 123 Main Street earlier today. As you’re likely aware, properties are selling quickly in today’s market, so I want to make sure you get the additional information you were looking for on this home.”  
Open text in the same way you did the first time around. But ending with this hook: “As you’re likely aware, properties are selling quickly in today’s market, so I want to make sure you get the additional information you were looking for on this home.” When the lead hears that on the other end that is creating a sense of urgency.

**Contact attempt no. 3 (four to eight hours after first attempt)**

“Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - Thanks for your inquiry on 123 Main Street earlier today. If you did not like that particular home but are interested in the neighborhood - I’d be happy to text you a link to view a few other homes in the neighborhood that are available. Just let me know.”  
or  
“Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - Thanks for your inquiry on 123 Main Street earlier today. I have some important updates I think you might be interested in: \_\_\_\_\_”  
or  
“Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - Thanks for your inquiry on 123 Main Street earlier today. Just following up to let you know I’d be happy to answer any questions you have and assist you with your real estate needs.”

If a lead hasn’t responded at this point, chances are the lead isn’t exactly ecstatic about the property the lead originally inquired about. Updates “can be any number of things,” including offers made, showings or the scheduling of an open house.

**Contact attempt no. 4 (12 to 24 hours later)**

Hi, this is \_\_\_\_\_ with HomeSmart \_\_\_\_\_ - I’m sorry we haven’t been able to connect but I did want to make sure I responded to your inquiry. If you’re still looking for information, please let me know, and I’d be happy to help.”  
(Don’t bother mentioning the original property of interest or the source of the lead’s inquiry this time.)

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