



SCRIPT

## Send the Right Message: Email Scripts That Work

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One of the unfortunate realities facing real estate agents today is sending an email to a home buyer or seller and receiving no reply.

What happened? You already made initial contact with that lead, said all the right things, thought you made a connection and now... chirping crickets. Or perhaps you received a reply email from a passive buyer or an undecided seller that contained mixed messages about what they want to do—or if they even want to proceed with you as their agent. Until recently, email has been a prospect's preferred method of communication with you, but these days there's little indication your messages are getting through.

Not every email will be opened or responded to, but name recognition through repetition can prompt a prospect to reach out to you months, even years, after your initial contact. At the end of the day, you're looking for a response—any response—to help you better manage your leads. How can you craft an email that will get your lead's attention? Use these helpful scripts to make your message compelling enough for a lead to open, read and take action.



## No response from initial lead

You might have already emailed a buyer to introduce yourself and your services, but you haven't heard back yet. Your next email can pick up the previous conversation where you left off. To avoid sounding too aggressive, be sure to reiterate the topic you and the buyer discussed earlier.

### Second contact with a buyer

**Subject:** Your question on Zillow

Hi, *[contact name]*:

Thanks again for contacting me about the house at *[address]* on *[conversation date]*. I emailed you about going around to take a look at it, and possibly other houses in the area, so I'm checking in for a good time to schedule that. What is the best way to connect with you: text, email or cellphone? You can reply back to this email, or give me a call or text at *[your number]*, and we'll get started finding your next home.

Talk to you soon,

*[Your signature]*

## Second contact with a passive buyer or a buyer you sent listings to

**Subject:** Your interest in *[neighborhood/city]*

Hi, *[contact name]*:

Thanks again for taking a minute to chat with me on *[conversation date]*. I understand not feeling ready to look at properties: It's a big decision and there is a lot to think about. After we spoke, I set you up to receive an occasional email with listings similar to what we discussed. I'm hoping they piqued your interest, so shoot me an email or give me a call at *[your number]* to chat; I want to make sure I'm sending you what you need.

Thanks again for your time. If you have any questions, please let me know!

*[Your signature]*

## Second contact with seller

**Subject:** *[Contact name]*, let's chat about selling your home

Hi, *[contact name]*:

Thanks again for taking a minute to chat with me on *[conversation date]* about selling your home. I strive to make the selling experience as comfortable and enjoyable as possible. Is *[previously discussed date range]* still your timeline for selling your home?

I will create a custom home valuation report for your property and get in touch with you shortly with the finished report. In the meantime, please visit my website *[website link]* or, if you have any questions, feel free to email or call me at *[your number]*.

Thanks again for your time!

*[Your signature]*



## Prompting action from a buyer

Somewhere along the line, there are interim steps you need to take on the path between converting a passive buyer and receiving the commission check. When you identify where a passive buyer is in their process, you can request for more specific information in your emails to nudge them toward closing.

### Offer to hook up buyers with lenders

This is a good way to see how prepared buyers are to act, and an email from you gives them time to really think about it. If a buyer isn't ready to talk about mortgages and how much they can afford to spend, they're definitely not ready to look at homes.

The financing component is an easy topic to float because, since lending isn't your primary role as a real estate agent, it's clear you don't benefit by asking the buyer about it. Instead, you position yourself as knowledgeable, well connected and action-oriented.

**Subject:** *[Contact name]*, finding your dream home

Hi, *[contact name]*:

Thanks again for contacting me about the house at *[address]* on *[conversation date]*. I'm looking forward to helping you find your dream home!

I'd like to take you to see some listings, but I want to make sure I've found the right ones for your price range. Have you spoken with a lender about getting pre-qualified? If not, I have a great lender that I partner with. May I give her your email or phone so she can contact you?

Thanks for getting back to me; it will really help get the ball rolling!

*[Your signature]*

Offering to connect buyers with lenders also gives you a natural opportunity to follow up later with buyers.

**Subject:** *[Contact name]*, finding your dream home

Hi, *[contact name]*:

Thanks again for contacting me on *[conversation date]* about the house at *[address]*. I'm looking forward to helping you find your dream home!

When we spoke [*X weeks or months*] ago, you weren't ready to talk to a lender, so I'm just following up to see where you are. If you've had that conversation, let me know what your price range is and I'll schedule us to go view some listings. When is the best time for you?

If you haven't been pre-qualified yet, I have a great lender that I partner with. May I give her your email or phone so she can contact you?

Thanks for letting me know what your status is so that we can get started on the next step.

*[Your signature]*

## Define a buyer's needs versus their wants

There can be a huge difference between what a buyer needs to have versus what they'd like to have. Be specific in your emails when asking for clarification so that you know what the buyer is looking for and to show that you were paying attention during your previous conversation.

**Subject:** *[Your name]* here with a quick question

Hi, *[contact name]*:

Thanks again for taking a minute to chat with me on *[conversation date]* about buying a home. I'm sure I can help you find one you will love. I have just a couple questions to help me identify the right listings to send you:

- "You mentioned wanting three bedrooms—do you still need it to be three? Would two bedrooms suffice?"
- "Since we last touched base, has there been any change regarding the length of the desired commute you mentioned?"

Thanks for taking a moment to reply; it will really help me narrow down the search for your dream home!

*[Your signature]*

Limit the number of clarifying questions—or requests for action—to, say, three at a time so that you don't overwhelm the client. A shorter email with a clear CTA (call to action) may prompt a client to realize that complex or extensive action isn't required, and they might act on it sooner.

Always let the buyer or seller know you're asking these questions because you're trying to better understand their needs.

## Email don'ts

- Don't give up on leads, ever. (Unless they ask you to stop contacting them, which you have to honor.)
- Don't wait to respond immediately.
- Don't pressure a buyer or seller.
- Don't remind or berate them about not responding to your messages.
- Don't threaten to stop sending emails.
- Don't be vague; remind them of your previous communication and be specific in what you're telling/asking of them.
- Don't make your email work too hard. If you've reached a second paragraph or bullet point, stop. It's a great excuse to send them another email.
- Don't neglect to include a CTA.
- Don't forget to tell them why you need them to respond. ("If I don't hear from you, I'll keep sending you the same types of listings and hope they're what you're still looking for.")
- Don't underestimate the impact of a previous email. You may very well have made an impression on them and they're simply taking time to make a decision.
- Don't ignore a buyer or seller's preferred communication method.
- Don't tell them you did any online research about them.
- Don't put it in an email if you don't want a paper trail.



## Connecting with a seller

According to the [Zillow Group Report on Consumer Housing Trends](#), 51 percent of sellers using an agent consider multiple agents. Clearly, making a good in-person connection is crucial to winning the battle for that seller's listing.

Most of the initial conversations you have with sellers will be about the value of their homes and their motivation for moving. Are they selling because they're relocating, downsizing, upsizing or retiring? You will need to provide sellers with insight into both pricing and motivation.

## Set up an appointment with a seller

Since you can't value a home before seeing it, emailing to set up a time to view the seller's home is a great opportunity to reach out again.

**Subject:** *[Contact name]*, let's talk about your home's value

Hi, *[contact name]*:

Thanks again for taking a minute to chat with me on *[conversation date]* about selling your home. I would love the opportunity to help you navigate this process. I have a few questions that will help me better understand your needs:

- "I remember you were looking to upgrade your residence. Were you interested in more space or amenities?"
- "Is there a particular neighborhood you would like to move into?"

When is a good time for me to stop by to chat further with you and value your home?

Talk to you soon,

*[Your signature]*

## Offer home selling tips

You can also use an email to offer tips on preparing a seller's house for showing or improving its curb appeal. In this case, using links to direct them to more information is entirely appropriate.

**Subject:** *[Contact name]*, here are some tips to attract more buyers

Hi, *[contact name]*:

In our last conversation about selling your home, we talked about making some tweaks that would really make your house pop with buyers, so I'm sending you a few links to articles with tips and ideas to help you get started:

- [5 Ways to Improve Your Home's Curb Appeal](#)
- [8 Home Improvements to Boost Your Chances of Selling](#)
- [Web Appeal—It's the New Curb Appeal](#)

I work with a number of reputable landscapers and interior designers on a regular basis, and would be happy to pass along their contact information to you.

Let me know if you have any questions!

*[Your signature]*

## Summary

As frustrating and tedious as it can sometimes be to send email after email to prospects and clients only to hear nothing back, it's also an integral part of being a real estate agent. Some agents have sold homes after 12, 18, 24 months and more having kept those buyers in their database and on drip campaigns despite receiving no feedback from them during that time. Email is an increasingly preferred—and nearly always appropriate—communication method, but it works hand in hand with live phone calls as well to keep your interactions personal. The end, regardless of the means, is to get you and the client on the same page and moving forward toward a closed sale.

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