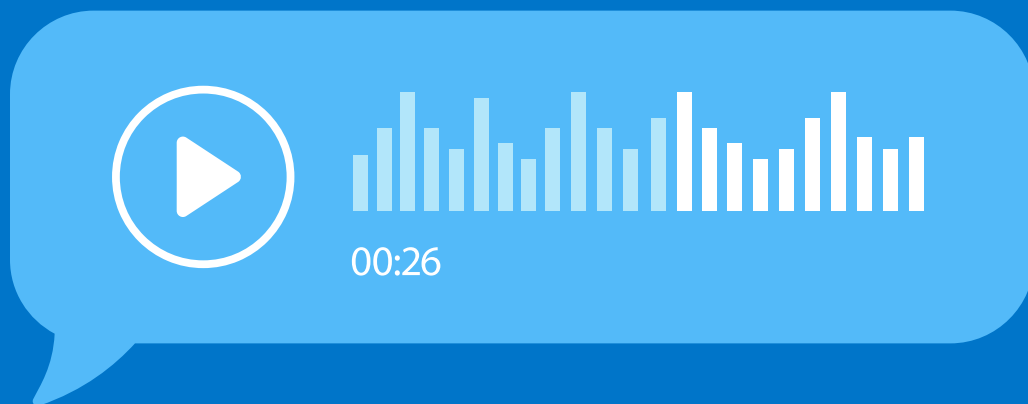


*market leader*<sup>®</sup>

# Real Estate Voicemail Scripts



**Tips & Scripts for Leaving  
Voicemails That Get Callbacks**

INCLUDED  
INSIDE

**PAGE 03**

Voicemail Best  
Practices

**PAGE 06**

The Winning  
Voicemail Formula

**PAGE 08**

12 Voicemail  
Scripts

**PAGE 11**

Tips From  
Real Agents

# INTRODUCTION

The best real estate agents don't merely leave a *message* after the beep. **They leave a benefit.**

Chances are, your leads' voicemail inboxes are overflowing with robocall time-wasters and spam from scammers.

That's not to say leaving a voicemail as a real estate agent is pointless. It's still a highly-effective strategy. It's just that standing out among the junk now requires a bit of technique and a dash of finesse. That's where this guide comes in.

First, part one covers best practices. You'll get all of the essential guidelines for effective voicemail communication. Part two breaks down the components of a tried-and-true formula so you can eliminate the guesswork and skip the trial and error. Part three gives you the scripts: twelve fully-adaptable ideas you can use for the most common scenarios. And in part four you'll hear from actual real estate agents as they share practical tips they've learned from experience.

In short, you're about to get everything you need to leave **effective voicemails** that get callbacks!

## PART 1

# Voicemail Best Practices

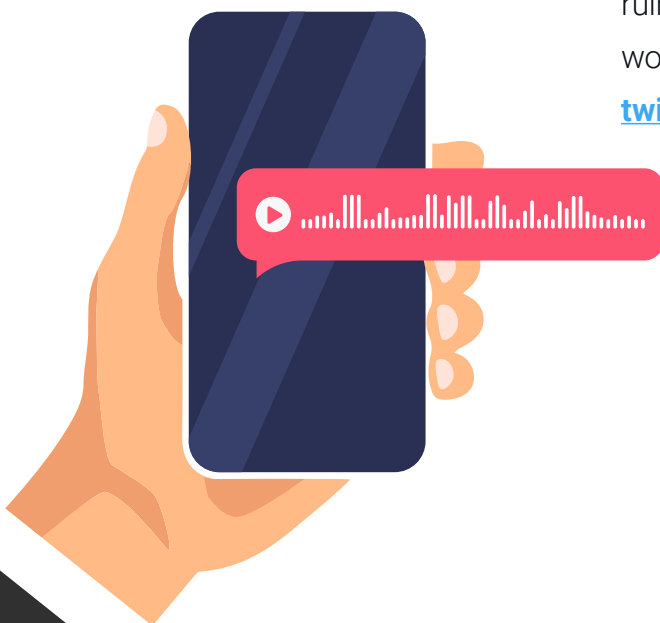
Anyone can leave a voicemail. But to nail it like an expert agent and actually get a response from your leads, there are several trusty methods you have to follow at each step of the way.

## Prepare Like a Pro

**Do your research.** Calling a new or old lead can feel nerve-racking, but even just a little bit of preparation is all it takes to provide the confidence you need to succeed. Make sure you have all of the relevant details about your lead close at hand so you can be ready to bring your best, whether they pick up or not.

**Get ready.** The best way to avoid sputtering a scattered, rambling message is simply to stop and center yourself. Pause for a moment to ensure you're in the right headspace to leave an outstanding message that's bursting with significance. And do what you need to do to feel energized so that you can convey enthusiasm.

**Clear your throat and prepare your voice** so you don't ruin a good script by performing it with that raspy, I-just-woke-up sound. How? Rattle off some [tricky tongue twisters](#) or run through some [vocal warmups](#).



## Leave an Unignorable Voicemail

**Always leave a voicemail.** Why? Two main reasons. First, your prospect or lead needs to connect you with your number so they can call you back or know it's you when you try again. Most of us ignore calls from numbers we don't know. And second, reaching the inbox presents a golden opportunity for you to introduce yourself and establish your brand and personality. Every point of contact – even one as small as a voicemail message – is a chance to plant a seed that one day may result in a commission check.

**Follow a script.** The goal isn't to sound like a robot. A well-structured script is actually meant to do the opposite – it's meant to help you sound like you. That's why it's important to adapt your scripts to match your brand voice. Memorize them. Record yourself or ask a friend to help you practice to ensure you sound natural while working through the script.

**Be relational, not salesy.** No one wants to feel like they're being used to boost your bottom line. So be friendly and provide value. Demonstrate that you actually care about them as a person.

**Sound confident, not desperate.** This too is a turn-off for many prospects. Establish trust immediately and make sure they feel like you're the service-oriented expert who can provide what they need.

**Express enthusiasm.** (Without overdoing it.) Your prospect will often reciprocate your tone. So avoid speaking with a monotone, drab, and lifeless voice. If you're cheerful, excited, and energetic, they'll feel that and respond likewise. That alone is attractive. Make it easy for them to get excited with you.

**Speak slowly and clearly.** Articulation is important. A muddled message is a useless message, and words spoken too quickly get lost. This is where nerves can really mess things up. So breathe. Slow down. And make your points shine with crystal clarity. What's the right pace? According to research conducted by [VirtualSpeech](#), a widely-recognized speech training organization, conversational speech falls between 120 to 150 words per minute. Have you ever tested yourself to see if you're leaving a voicemail at an appropriately-conversational pace? Try it and find out!

## Increase the Chances You'll Get a Callback

**Call at the end of the day.** In general, the morning tends to be the most productive time for people, which means they're less likely to pick up or return your call. But if you wait until evening, you'll either interrupt dinner or downtime. The sweet spot is at the end of the workday when they might be less busy and more likely to return your call.

**Provide a call to action.** What do you want them to do after they hear your message? What's the next step? Tell them plainly. And tell them how they can contact you. As a segue, assume they'll return your call by including lines such as, "Next time we talk, I'd love to tell you more about [x]," or "You'll have to tell me more about [x] when we connect."

**Follow through and follow up.** Yes, you should always leave a voicemail message, but you should never leave it there. Nurture the lead. Your chances of a callback spike at the third voicemail. So consider setting up a voicemail series, not to bug them but to 1) demonstrate the value you bring and 2) to keep you top-of-mind. (This is where a [robust real estate CRM](#) can set you apart from the rest!)

## Think Outside the Voicemail Box

**Try leaving a voicemail without calling.** Apps like [Slydial](#) allow you to bypass the call and go directly to the inbox. This provides two main advantages. First, it increases the chance you'll reach those who ignore calls from numbers they don't know. And second, you have the option to automate your messages.

**Send an audio message as a text.** This is a great option if you're looking for ways to distance yourself from all of the other (less benevolent) callers targeting your leads' voicemail inboxes. It allows you to combine the perks of leaving a voicemail (i.e., the personal touch) with the perks of texting (i.e., the higher response rate).

## PART 2

# The Winning Voicemail Formula

There are plenty of tasks on your to-do list that require innovation and pioneering. But discovering how to leave an effective voicemail doesn't have to be one of them.

The purpose of this section is to break down each of the basic building blocks of a strong message so you can take ownership of your scripts and get callbacks. First comes an example so you can see the big picture. Then we take out a microscope and examine it piece by piece.



## Example Voicemail Formula:

Hi, *[recipient's name]*. It's *[your name]* with *[brokerage]*. I'm calling you because *[reason]*. I'd love to connect with you and talk about *[benefit(s)]*. Please call or text me back at *[your number]*. Talk to you soon. Bye, *[recipient's name]*.

## Why This Formula Works

- ✓ It's brief and straightforward.
- ✓ It clearly states the benefit and provides value.
- ✓ It includes a call to action and a reason to call back.
- ✓ It provides contact information.

# A Deep Dive Into the Winning Voicemail Formula:

Part of the Script	Commentary	Examples
<b>Salutation</b> "Hi ____"	This is your greeting. Including their name makes it personal and lets them know this voicemail is specifically for them. (If not here, be sure to refer to them by name at least once.)	"Hey, John..."  "Good afternoon, Mary"  "Howdy, Carl!"
<b>Introduction</b> "It's ____"	Let them know who's calling – share your name and brokerage. The introduction is crucial because they need to know who you are. Plus, it adds the all-important touches of personal and relational connection.	"It's Zoey from Luxury Properties."  "This is Frank with Sunshine Realty."  "Anita here calling on behalf of Hillcrest Real Estate."
<b>Reason for the Call</b> "I'm calling you because..."	It's important to get to the point because your prospect or lead might not have any idea why you called. So immediately after your quick opening, make it very clear why the call is relevant. If applicable, tie it in to an action they took (e.g., their specific type of inquiry through your website) so they can quickly recall the context.	"I'm contacting you in response to your inquiry for the 2345 Main Street listing on my website."  "I wanted to reach out because our mutual friend Ralph had mentioned you're interested in putting your house on the market."
<b>Benefit</b> "I'd love to connect with you and talk about..."	The purpose of this is twofold: 1) It highlights the specific and unique value that you can offer; and 2) it gives them a reason to return the call.	"I've sold many homes in the Sunset neighborhood, and I have some great market analysis tools we can use to help you find the perfect place. I'll tell you all about it when you call back."  "I'm interested to hear more about your timeline because I may have a buyer who's interested."  "I'd love to talk to you about the homebuyer's guide you downloaded and answer any questions you might have."
<b>Call to Action</b> "Please call or text me back..."	A "call to action" is a simple, clear, and specific directive that tells the recipient what to do. If your call to action is unclear, too soft, or open-ended, you'll only decrease the chances they'll return the call.	"I respond quickest through email, so please email me at jack@test.com."  "Check out the email I just sent you, and call me back at 555-5555 when you're ready to talk it over."  "Call me back as soon as you can so we can get the ball rolling. My number is 555-5555."
<b>Closing</b> "Talk to you soon. Bye."	It might seem insignificant, but a brief closing is yet another small-but-powerful way to ensure that your message feels personal and relational. Like the salutation, this is a great place to use their first name.	"Talk to you soon. Bye, Linda."  "Have a great day, Mike."  "Looking forward to connecting with you!"

## PART 3

# 12 Voicemail Scripts for Buyer & Seller Leads

## New Website Lead Who Requested Listing Info

**BUYER**

Hi, [name]. This is [your name] from [brokerage]. I noticed you signed up on my website at [your website] and you're looking at homes in [city]. Is this your ideal neighborhood or are you looking in other parts of town? Let me know. If you'd like to view any listings, I can set up a showing so you can view them in person. My number is [number]. Looking forward to hearing from you! Talk to you soon, [name].  
Bye!

**SELLER**

Good afternoon, [name]. My name is [your name]. I noticed through my website that you're interested in selling your property at [address], and I just wanted to follow up with you, get to know you, and find out how I can help. I'd be happy to walk you through the process and provide all of the information I have about the market in your area. Please call me back at [number]. Have a great day, [name].

## New Website Lead Who Requested a CMA

**BUYER**

Hello, [name]. This is [your name] following up with you regarding the market analysis you requested from [website address]. I'm interested to learn more about what you're looking for, and there are some great resources I'd like to send your way. Feel free to call me at [number], or you can simply email me some days and times that work best for you for us to connect. Thanks! I look forward to meeting you, [name]. Bye.

**SELLER**

Hi, [name]. This is [name] from [brokerage]. You recently tried a comparative market analysis on my website, [your website address]. Give me a call or text me at [number] if you want a more accurate idea of how much your home is worth or if you have any questions. Have a wonderful day, [client name]! Bye.



## New Buyer Lead from a Listing Portal

Hi, [name]. This is [your name] with [brokerage]. Thanks for reaching out to me through [portal name]! I'm very familiar with [neighborhood/area specified] and I have a lot of insider knowledge about the market here that I'd be happy to send your way. Give me a call back so we can schedule a viewing. You can reach me at [number]. Thanks again. Have a great day, [name]. Bye.

## FSBO Scripts

Hello, [name]! I'm calling about the home that's been for sale for [number of months]. I'm curious to know if there's anything going on with it, and I would love to meet with you so we can talk about how to connect with serious buyers. I actually have a few buyers looking on your street. Let me know either way at [phone number]. Talk to you soon! Bye, [name].

Hi, [name]. This is [your name] with [brokerage]. I just wanted to reach out to you to ask how selling the property at [address] is going. I noticed it's been listed for a while now, which surprised me because my listings in that area usually don't last long. I'd love to share some ideas with you that have worked well for me in the past. I'm free for a quick call on Thursday at 4 p.m. Let me know if that works for you. My number is [number]. Thanks, [name]. Have a good evening!

## Warming Up Old Leads

### BUYER

Hey, [name]! It's [your name]. I just sold a [type of home] in [area/neighborhood], and it reminded me of when we were looking for homes in that area a while back. Are you still interested in moving? Just wanted to reconnect and check in to see if I can help you in any way at all. Hope you're doing well. My number is [number]. Talk to you when you call back. Bye.

### SELLER

Hi, [name]! It's [your name]. I was looking over the recent home sale prices in your area recently, and you came to mind. And by the way, if you're still interested in selling, I thought maybe you'd like to know the updated value of your home. I think it'll surprise you in a good way. And hey, let's reconnect! My number is [number]. Looking forward to hearing from you!

# Referral

## BUYER

Hey, [name]. I hope you're doing well. I'm [your name] with [brokerage], and I got your name from [referrer's name], who I know because we [share the connection]. [She/He] mentioned that you're interested in purchasing a home. You'll have to tell me more about what you're looking for. I'd be happy to answer any questions you might have. Give me a call at [number] when you can. I'm excited about this! Have a great day, [name].

## SELLER

Hi, [name]. You were referred to me by [referrer's name]. As [she/he] might have told you, I'm a local real estate agent and I specialize in your neighborhood, so I have a lot of really specific information about your particular market and the entire selling process. When it comes to selling, it's always my goal to [your "elevator speech"]. I'll tell you more about all that when you call back. My number is [number]. Looking forward to connecting!

## Owner of an Expired Listing

Hi! I'm [name] with [brokerage]. I'm calling about the home you were trying to sell on [address]. I wanted to reach out to learn about what went wrong with your listing. I've actually helped several sellers in your neighborhood get offers after bringing their houses back on the market using my [marketing strategy/program]. It'll take just a quick walkthrough of your house to go over what I can do differently from your previous agent. My Friday afternoon is open. Give me a call at [number].

**PART 4**

# Tips From Real Agents

## Be Intentional

"Dial with intention and purpose. Offer something of value and come from a place of service. Be friendly and have good energy. Tone is everything!"

**Beth A., Bellevue, WA**

## Be Yourself

"Just be yourself. Follow-up with a text, letting them know your availability to chat. Make it informal and sincere."

**Debe M., Charlotte, NC**

## Be Specific

"I tell them why I am calling, who I am, where I'm from, what services I can provide, and how they can reach me when they are interested (call, text, or email). And I always recommend they visit my website."

**Diana D., Kenosha, WI**

## Be Consistent

"I tend to do 12 touches in a month and then continue touches on drip campaigns for life. Develop a clear message, always provide or promise value, and smile while you're talking."

**Jill T., Livermore, CA**

## Leave a Genuine CTA

"I give some information and ask them to call me if it's of interest to them. I don't want to trick people into calling me back."

**Tony L., Valencia, CA**

## Give a Reason to Call Back

"Know your audience. I like to let them know who I am and I'm very transparent: Who I am, why I'm calling, and I give them a reason to call me back."

**John M., Fair Oaks, CA**

## Do Trial and Error

"If the person does not pick up, I will call back after normal work hours. Most folks won't want to pick up if they are at work. If a second call is needed, I call after 5 p.m. If a third call is needed, that comes the next day. Then maybe a call on the weekend. It becomes a trial and error thing."

**Peter M., Miramar Beach, FL**



## About Market Leader

A leader in real estate technology since 1999, Market Leader has proudly served hundreds of thousands of agents and teams across the United States and Canada. You can build and manage your business, lead-to-close, with our products:

### Market Leader Professional

An intuitive software system that helps agents and teams generate, manage, and convert leads. It includes a robust customer relationship management (CRM) system, customizable website with MLS listings, and a fully-integrated marketing design center.

[Learn More](#)

### Buyer & Seller Leads Products

With Market Leader, you can get a guaranteed number of buyer and seller leads in your desired areas every month. These leads are exclusive to you – not shared with other agents. Lead inventory is limited, so check availability today!

[Learn More](#)