

Buyer & Seller Script Pack (2025 Edition)

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How to Use These Scripts

- Read each script aloud three times so it sounds natural.
 - Adapt the questions to local market terminology and price points.
 - Listen more than you speak, use the scripts to guide conversation rather than control it.
 - After every call, log notes in your CRM and set the next follow-up date.
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Buyer Scripts

1. Cold Call Opener for New Internet Lead

Agent: "Good morning, is this {{first_name}}?"

Prospect: "Yes, speaking."

Agent: "{{first_name}}, this is {{your_name}} with {{brokerage}}, I saw you were looking at homes around {{area}} online. I am the local resource for buyers here, did you have any questions I can clear up about a home you viewed or the neighborhood in general?"

If prospect says they are just browsing

Agent: "Completely understand. Many of my clients started by browsing as well. May I ask what prompted your search so I send updates that match your plans, is it moving up, relocating or investing?"

Listen, then: "That helps. I can set you up with a market brief that shows new listings the moment they hit the market. Does email or text work better for you?"

Close for micro-commitment: "Great, I will send that shortly. When would be a convenient time for a five-minute call to walk you through the brief so you know exactly what you are seeing?"

2. Buyer Qualification Questions

1. "What timeline feels comfortable for your move?"
2. "Have you already spoken with a lender about financing options?"
3. "Which neighborhoods fit your lifestyle best and why?"
4. "Aside from price, what matters most in your next home?"
5. "Who else will be involved in the decision so I can include them early?"

Use answers to tailor property searches, set realistic expectations and position professional partners.

Seller Scripts

1. Cold Call Opener for Potential Seller

Agent: "Hello, may I speak with {{first_name}}?"

Prospect: "Yes, who is this?"

Agent: "My name is {{your_name}} with {{brokerage}}. I help owners in {{neighborhood}} understand what their homes would sell for in today's market. Have you had a recent price update on your property at {{address}}?"

If no: "Prices here have shifted in the past three months. Would a clear, no-charge equity report be valuable so you know exactly where you stand?"

Close: "Perfect. I can drop that off or email it. Which works better?"

2. FSBO Follow-Up Sequence

First Call (Day 1)

Agent: "Hi, is the home at {{address}} still available? I am {{your_name}}, a local advisor. I know you are selling on your own so I will keep this brief. I preview homes for buyers daily. Would it hurt to have one more professional opinion on what buyers mention about homes like yours?"

If open: schedule quick preview, provide feedback, build rapport.

Second Call (Day 7)

Agent: "{{first_name}}, thanks again for letting me see your home last week. I spoke with three buyers and they asked about financing and inspections. Out of curiosity, how are showings going so far?"

Listen. If pain present: "Understood. Many owners find exposure drops after the first week online. If you ever decide to open the door to professional marketing I have a detailed plan ready, no obligation. Would you like me to send a copy for when the time feels right?"

3. Price Reduction Conversation

Context: Listing has been on market 21 days with limited activity.

Agent: "{{first_name}}, thank you for taking a moment. We have had {{number}} online views and {{showings}} private showings, yet no offers. Feedback centres on price compared to similar homes that sold last week. Buyers today search by price bracket first. By adjusting to {{new_price}}, your home would appear in an extra {{x}} daily searches. How would you feel about attracting that fresh group of buyers?"

If hesitant: "I respect that every dollar matters. The cost of staying on the market is time, mortgage and opportunity. A strategic adjustment now may net more than incremental drops later. Shall we revisit the numbers together?"

Close: "If the data supports it, are you comfortable authorising the adjustment today so we capture the weekend traffic?"

Quick Phrase Cheat-Sheet

- "Would that be helpful for you?"
 - "Tell me more about that."
 - "What is most important to you about this move?"
 - "On a scale of one to ten, where do you feel you are now? What would make it a ten?"
 - "Let's look at the facts together so you can decide with confidence."
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Final Tips

- Smile before dialing, it carries through your voice.
- Replace filler words with short pauses.
- Track ratios: calls to conversations, conversations to appointments, appointments to agreements. Improve step by step.

You now have core scripts that open conversations, build trust and secure next steps from day one. Adjust wording to fit your personality and local norms, then commit to daily practice for best results.