

Reverse Prospecting Scripts

🔥 Just Listed Outreach Scripts

📞 Call Script (Buyer Leads & Past Clients)

"Hey [Name], I just listed a home in [Neighborhood] and thought of you! It's a [# Beds/# Baths] with [highlighted feature: pool, open floor plan, etc.]. Would you like to take a first look before it goes public? I'd love to set up a private showing for you!"

✉️ Email Script (Buyer Database)

Subject: Just Listed! Sneak Peek at a Beautiful Home in [Neighborhood]

Hi [Name],

I just listed a stunning home in [Neighborhood] and I wanted you to be one of the first to see it! 🏠🌟

📍 [# Beds/# Baths] | [# Sq Ft] | [Highlight Feature]

💰 Listed at [\$XXX,XXX]

Would you like an exclusive tour before it hits the market? Let me know and I'll set it up!

✉️ Reply or call/text me at [Your Number]

🔥 Reverse Prospecting Scripts

📞 Call Script (Buyers Who Missed Out on a Previous Listing)

"Hey [Name], I know you were interested in [Previous Listing] but it sold before you had a chance to see it. A very similar home just became available in [Neighborhood], and I thought of you immediately! Would you like to take a look before it goes public?"

✉️ Email Script (Agents With Buyers Who Missed Out)

Subject: A New Listing That Matches Your Buyer's Search!

Hi [Agent Name],

I know your client was interested in [Previous Listing Address], and I just listed another home that might be a great fit! 🏠

📍 [Highlight Feature] | [# Beds/# Baths] | [Neighborhood]

💰 Listed at [\$XXX,XXX]

Let me know if your buyer is still searching—I'd love to get them in for an early preview!

Best,

[Your Name]

[Your Contact Info]

🔥 Social Media DM Scripts

Instagram/Facebook DM for Engagement

"Hey [Name]! I saw you liked/commented on my post about [Listing Address]. Are you in the market for a home, or just browsing? Let me know if you'd like more info—I'd love to help!"

Text Script for People Who Clicked on a Listing Ad

📱 "Hey [Name], I saw you checked out [Listing Address] online! Are you actively looking or just browsing? Let me know if you'd like more details or similar homes in the area. No pressure!"

🔥 Open House Invitation Scripts

📞 Call Script (Sphere & Past Clients)

"Hey [Name], I'm hosting an open house this Saturday at a beautiful home in [Neighborhood] and would love for you to stop by! It's a great chance to see what's available and chat about the market. Can I count on you to swing by?"

✉️ Email Script (Database & Local Agents)

Subject: You're Invited! Open House This Weekend 🏠

Hi [Name],

I'm hosting an **Open House this Saturday** at a stunning home in [Neighborhood]!

Come by for a tour and refreshments.

📍 [Property Address]

📅 Saturday | [Time]

💰 Listed at [\$XXX,XXX]

Let me know if you can make it!

Best,

[Your Name]

[Your Contact Info]

🔥 Price Drop & Urgency Scripts

📞 Call Script (Buyer Leads & Agents)

"Hey [Name], I have exciting news! The price on [Listing Address] just dropped by [\$XX,XXX]. If you were waiting for the right moment, this is it! Would you like to take another look?"

✉️ Email Script (Database)

Subject: Price Drop! Your Dream Home Just Got More Affordable 🏠

Hi [Name],

Big news—[Listing Address] just dropped in price! 🎉 If you were considering this home before, now might be the perfect time.

📍 [Highlight Feature] | [# Beds/# Baths] | [Neighborhood]

💰 **New Price:** [\$XXX,XXX]

Want to take another look? Let's set up a tour!

Best,

[Your Name]

🔥 Under Contract & Just Sold Scripts

📞 Call Script (Potential Sellers & Past Clients)

"Hey [Name], I wanted to let you know that [Listing Address] just went under contract! Homes in this area are moving fast—have you thought about selling your home? Let's chat about what yours might be worth!"

 **Email Script (Sellers in the Area)**

Subject: SOLD! Thinking About Selling Your Home?

Hi [Name],

[Listing Address] just sold, and we had a ton of interest! If you've been thinking about selling, now is a great time.

Want to know what your home could sell for? Let's talk!

Best,

[Your Name]

