

## Real Estate Agent Scripts – Online Lead Conversion

Another real estate script that will come in handy is one for online lead conversions. When it comes to online follow-ups, it's important to remember that setting the appointment should always be your first goal. Below is a prospecting script for real estate agents for online lead conversion:

- **You:** Hi (user's name), my name is (name) with (company). After receiving your request for a deal on a property in the area, is that where you're looking to buy in?
- **User:** Hello, thanks for reaching out. Yes, that's the area I'm looking to buy in.
- **You:** Do you have a price range?
- **User:** Around \$400,000.
- **You:** Is your house on the market?
- **User:** Yes, it's on the market.
- **You:** Do you not have an agent since you're looking online?
- **User:** Correct, I'm not working with an agent at the moment.
- **You:** Would you be interested in working with a realtor?
- **User:** Yes, I'd be interested in discussing my options!
- **You:** Perfect! Let's meet for 15-20 minutes, so I can show you what it takes to buy a home.