



Text Scripts We Used to Qualify Over 500,000 Real Estate Leads



The hallmark of a successful real estate agent is their ability to communicate effectively with clients and scripts play a vital role in making that happen.

Here is a collection of real estate scripts meant to qualify all types of real estate leads including buyers, sellers, renters and website leads.

- Your Friends at [Hire Aiva](#)



Introduction

A common theme among successful real estate teams is the fact that all of them follow standardized scripts to communicate with leads.

Indeed, standardized scripts are equally important for solo agents especially if you are thinking about growing your business.

While lead follow up is primarily associated with calling, texting has emerged as the most effective way to communicate with leads. Nearly 98% of text messages are opened which makes texting a powerful medium to communicate with all types of people, especially real estate leads!

In this guide, we share our lead qualification scripts, presented as real conversations (details modified for privacy), that you can use to qualify your real estate buyers, sellers, and renters.

We have used these scripts to help more than 1,200 real estate agents qualify over 500,000 leads. We hope you will find these scripts useful in qualifying your real estate leads as well!

Happy closing!



Buyers (Specific Property)

Hi Sarah, this is Aiva from the Livewell Realty team. We just received your inquiry about 123 Elm St., when are you available for a viewing?

I'm still looking around, not ready to view just yet

No problem! Is this property located in your ideal area? Are you looking at other areas?

Yup, this is the ideal area for us

Got it, do you have a budget and timeline you're hoping to stay within?

Yes looking to stay under \$240-250k and ready to buy in 2-3 months

Noted! What are the most important features that you are looking for? Number of bedrooms, back yard, pool, school district, etc.

3 beds at least, we have 2 young ones and at least 2 baths for us, not particular about the rest

Perfect Sarah! I will get to work on all of this for you and have Jared from our team reach out shortly! Have a great rest of your day!

Thanks Aiva! You've been great 🙌



Buyers (Website or Facebook Lead Ads)

Hi Sarah, this is Aiva from the Livewell Realty team. I saw you submitted your info on LivewellRealty.com. May I ask what type of listings you're currently searching for?

Hi there, okay yes, looking at 3 bed condos around Frontier Park

Awesome! Are there specific locations you're looking at properties in aside from Frontier Park? And do you have a budget in mind?

Well, I'm pretty set on living nearby there, can go up to \$450k atm

Great! Apart from 3 beds, what are 2-3 other features that are important for you in your search?

At least 2 bath, walking distance to a pool, updated kitchen with an island

Noted, I've got that down here, do you have a timeline in mind to buy?

ASAP

Perfect Sarah! I will get to work on all of this for you and have Jared from our team reach out shortly! Have a great rest of your day!



Sellers

Hi Sarah, this is Aiva from the Livewell Realty team. I saw you are interested in potentially listing your home 123 Elm St., I have 2-3 quick questions I'd like to ask to help us with a home valuation?

Sure what do you need?

Two questions: Do you have a specific timeline in mind to sell your home? Also any recent major updates to your home? They may affect the home valuation so wanted to ask

Well we redid the garage last year, added more shelves, and remodeled our master bedroom

Great! Do you have an ideal price in mind you're hoping to get?

We're considering retirement so the proceeds need to cover our new home we're looking to buy in Florida, at least \$485k I'm thinking

Are there any other questions you have about the home valuation process that I can have a team member go over with you?

None at the moment, I will reach out as they come up

Perfect Sarah! I will get to work on all of this for you and have Jared from our team reach out shortly! Have a great rest of your day!



Renters

Hi Sarah, this is Aiva from the Livewell Realty team. Thank you for reaching out to us about your home search. When are you looking to move?

ASAP, I need to move out by end of March

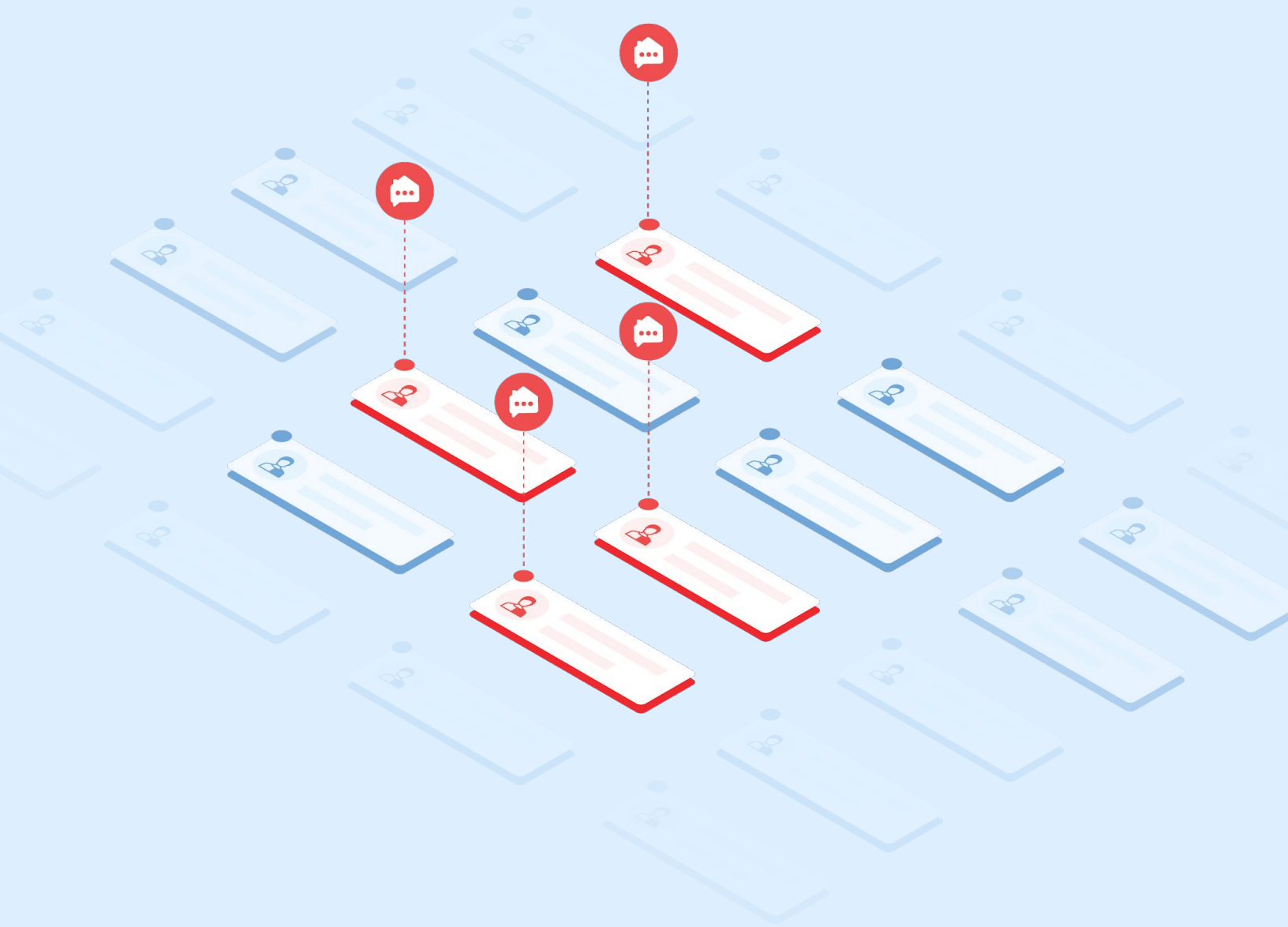
Great! Mind sharing a little bit more about your search? Neighborhoods? Amenities? Beds?

Looking for 1 beds near Chelsea and Flatiron, close to MSP, open to walk ups, but need laundromat nearby

Do you have a budget in mind?

Currently paying \$2,200, could go up to \$3,000 for this next place

Perfect Sarah! I will get to work on all of this for you and have Jared from our team reach out shortly! Have a great rest of your day!



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