TopReach

Call scripts for property managers

A good property management call script gives an owner a reason to talk about their rental, asks about their goals and headaches before pitching, and uses fair housing language every time a tenant comes up. Below are scripts for owners renting their own property, real estate agent referrals, rental inquiry callbacks and lease renewals, with the reason for each line, plus objections, voicemails, texts and the rules. Talk about the property and your screening criteria, never about the kind of people who should live there.

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How to read these scripts

Words in a box, like `First name`, are fields TopReach fills in on the call. Words in brackets, like *[street]*, are yours to fill in. Each line comes with the reason it's there, so you can change the words and keep what works.

Learn the opener and the ask close to word for word, and let the middle be a conversation.

How do good property managers use a script?

- With owners, ask about the headaches before talking about fees.
- With applicants, describe the property and the criteria, and ask everyone the same questions in the same order.
- Never agree to screen out a protected group, even if an owner asks. Explain the law calmly.
- Treat requests for accommodations, such as an assistance animal, as requests to review under your process, not as objections.
- Log the outcome and next step before the next call, so owners and residents never have to repeat themselves.

Owners renting their own property (FRBO)

Landlords advertising a rental themselves. Check the Do Not Call Registry first: offering management services is a sales call.

Aim for: A free rental analysis or a meeting to discuss management.

OPENER 1 · FRIENDLY

The rental-first opener

> "Hi, is this First name? It's My first name with *[your company]*. I saw your rental on *[street]*. Is it still available?"
> **Why:** Starts with their property, the way any interested party would, and gets an easy answer.

> "I'll be upfront: I'm a property manager, not a renter. How's it going finding the right tenant?"
> **Why:** Honest about who you are right away, then a question about their experience.

> "What's been the hardest part of managing it yourself?"
> **Why:** Vacancy, repairs, late rent, screening: whatever they name is what you can solve.

OPENER 2 · DIRECT

The rental analysis offer

> "Hi First name, My first name, a property manager with *[your company]*. I'm calling about your rental on *[street]*. I can send you a free rental analysis showing what similar homes nearby rent for. Would that be useful?"
> **Why:** Useful whether or not they hire you, which makes yes easy.

Questions to ask

> "Is this your only rental, or do you own others?"
> **Why:** Portfolio size affects the value of management to them, and to you.

> "How long has it been vacant, and how have showings gone?"
> **Why:** Vacancy is cost. Their answer tells you how urgent help is.

> "Who handles repairs and late-night calls today?"
> **Why:** Getting evenings and weekends back is a common reason owners hire a manager.

> "What would you want from a manager if you hired one?"
> **Why:** Their criteria, in their words, are what you'll need to show.

The ask

> "I'll send the rental analysis today. Could we take 20 minutes on *[day]* to go through it and how we'd handle your property?"
> **Why:** Deliver something first, then book the conversation.

Real estate agent referrals

Real estate agents whose clients may need a manager: owners who can't sell, are relocating or bought to rent. These are business calls.

Aim for: A referral relationship.

OPENER 1 · DIRECT

The partner offer

> "Hi First name, it's My first name with *[your company]*. We manage rentals in *[area]*. Do you ever have clients who decide to rent instead of sell, or who are moving away and want to keep their home?"
>
> **Why:** A specific situation agents recognize, as a question.

> "When that happens, I'd like to be the manager you trust them with, and I'll send them back to you when they're ready to sell."
>
> **Why:** Agents worry about losing the client. Promising to return them is the real offer.

OPENER 2 · CONSULTATIVE

The investor angle

> "Hi First name, My first name, a property manager with *[your company]*. I know you work with investors in *[area]*. What do your clients usually do for management after they buy?"
>
> **Why:** A question about their clients' needs rather than a pitch.

Questions to ask

> "How often do clients ask you about renting out a property?"
>
> **Why:** Tells you how valuable the relationship could be.

> "Who do you send them to now, and how's that going?"
>
> **Why:** Reveals competition and any frustrations.

> "How would you like updates on clients you refer?"
>
> **Why:** Agents keep referring to managers who keep them informed.

The ask

> "Could we get coffee on *[day]*? I'll bring our management agreement and how we report to owners, so you know exactly what your clients get."
>
> **Why:** Transparency about how you work is what earns referrals. Keep any referral arrangement within your state's license rules.

Rental inquiry callbacks

People who asked about a unit you manage, called back the same day. Fair housing rules apply to every word.

Aim for: A showing, with the same information and questions for every caller.

OPENER 1 · FRIENDLY

The inquiry callback

> "Hi **First name**, it's **My first name** with *[your company]*, returning your call about the *[bedrooms]*-bedroom at *[address]*. Is now a good time?"
>
> **Why:** Names the unit so they know which property, since many applicants inquire about several.

> "Here's the basic information: rent is *[amount]*, it's available *[date]*, and our rental criteria are on our website. Would you like to see it?"
>
> **Why:** Give every caller the same facts and point to written criteria, so everyone is treated alike.

OPENER 2 · DIRECT

The scheduling callback

> "Hi **First name**, **My first name** with *[your company]* about *[address]*. The unit is still available. I have showings on *[day]* and *[day]*. Which works for you?"
>
> **Why:** Gets straight to scheduling, with the same options you give every caller.

Questions to ask

> "When are you looking to move?"
>
> **Why:** A standard question for every caller, about timing, not about who they are.

> "How many people will be living in the unit?"
>
> **Why:** Ask only to apply your written occupancy standard, the same for everyone. Don't ask about children's ages or relationships.

> "Do you have any questions about the unit or the application?"
>
> **Why:** Lets them raise anything, including an accommodation request, which you handle through your process.

The ask

> "You're booked for *[day]* at *[time]*. I'll text you the address and our application link."
>
> **Why:** The same next step and the same information for every applicant.

Lease renewals

Current residents whose lease ends in the next few months.

Aim for: A renewal decision in time to plan, and any issues raised early.

OPENER 1 · FRIENDLY

The resident check-in

> "Hi `First name`, it's `My first name` from *[your company]*. Your lease at *[address]* ends on *[date]*, and I'm calling to see how things are going and whether you'd like to renew."
>
> **Why:** Asks about their experience along with the renewal, which surfaces repair issues.

> "Is there anything about the unit we should take care of?"
>
> **Why:** Fixing something before renewal is good service and often decides whether they stay.

OPENER 2 · DIRECT

The renewal offer

> "Hi `First name`, `My first name` from *[your company]*. Your lease ends on *[date]*. The renewal terms are *[terms]*, and I've sent them in writing. Do you plan to renew?"
>
> **Why:** Clear terms, in writing, and a direct question.

Questions to ask

> "Are your plans likely to change in the next year?"
>
> **Why:** Helps you plan and offer the right lease length.

> "Would a different lease length work better for you?"
>
> **Why:** Flexibility can keep a good resident.

> "Is there anything that would make you more likely to stay?"
>
> **Why:** Invites honest feedback you can act on.

The ask

> "I'll send the renewal to sign by *[date]*. If you decide not to renew, just let me know by *[notice date]*."
>
> **Why:** A clear deadline and a clear path either way.

Objections and honest answers

Agree with what's true, ask one question, and offer a small next step. Never argue, and stop when someone asks you to.

“I can manage it myself.”

Plenty of owners do. Can I ask what you'd want to be true in six months for it to feel worth it? If that changes, I'd like to be the person you call.

Why: Respect their choice and let them set the checkpoint.

“Your fee is too high.”

Fair question. Our fee is *[fee]*, and here's what it covers: *[list]*. Compare it with what a vacant month or a bad tenant costs you, and decide if it's worth it.

Why: Be clear and specific, and let them do the math with their own numbers.

“I had a bad experience with a property manager.”

I'm sorry to hear that. What went wrong? I'll tell you honestly whether we'd handle it differently.

Why: Let them tell you, then answer specifically.

“I only want certain kinds of tenants.”

We screen every applicant against the same written criteria, like income, rental history and background checks where allowed. We can't choose tenants based on things like race, religion, national origin, sex, disability or whether they have children. Fair housing law protects you as much as them.

Why: Never agree to discriminate. Explain the law calmly and steer to lawful criteria.

“Just send me your pricing.”

Happy to. What would help most: the fee schedule, a sample owner report, or the rental analysis for your property?

Why: A specific question keeps the conversation going.

“How did you get my number?”

It was on your rental listing for *[street]*. If you'd rather I didn't call, I'll take you off our list now.

Why: Honest, with the exit offered.

“I'm going to sell instead.”

That may be the right call. If it helps, I can show you what it would rent for, so you can compare. And if you sell, I know good agents in the area.

Why: Offer information either way, with no pressure.

“(Resident) The rent increase is too much.”

I understand. Let me explain what's behind it, and I'll check whether there's any flexibility, like a longer lease. What would work for you?

Why: Listen and look for options within the owner's guidelines.

Voicemail scripts

About 20 to 30 seconds: your name and number first, one reason tied to them, then the number again, slowly.

FRBO owner

> “Hi **First name**, it's **My first name**, a property manager with *[your company]*, **My number**. I'm calling about your rental on *[street]*. I can send you a free rental analysis for it, no strings attached. Call or text me at **My number**.”
>
> **Why:** Says who you are, offers something useful, leaves the number twice.

Real estate agent

> “Hi **First name**, it's **My first name** with *[your company]*. We manage rentals in *[area]*, and I'd like to be a manager you can trust with clients who decide to rent instead of sell. My number is **My number**.”
>
> **Why:** A specific situation agents recognize, and a reason to call back.

Rental inquiry

> “Hi **First name**, **My first name** with *[your company]*, returning your call about *[address]*. The unit is still available. Call or text me at **My number** to set up a showing.”
>
> **Why:** The same information for every applicant, and an easy next step.

Lease renewal

> “Hi **First name**, it's **My first name** from *[your company]*. Your lease at *[address]* ends on *[date]*. I've sent the renewal details, and I'd like to hear how things are going. Call me at **My number** when you can.”
>
> **Why:** Friendly, with the date and where to find the terms.

Follow-up texts

Text only people who agreed to texts, and keep an opt-out line in a first message.

FRBO owner, after a voicemail

Hi *[first name]*, *[your name]*, a property manager with *[your company]*. Just left a voicemail about your rental on *[street]*. Want a free rental analysis? Reply STOP to opt out.

Why: Text only where you have consent, with an opt-out.

Agent thank-you

Hi *[first name]*, *[your name]* with *[your company]*. Thanks for the time today. Here's our owner info for any clients who need a manager: *[link]*

Why: A business contact gets a thank-you and the details you promised.

Showing confirmation

Hi *[first name]*, it's *[your name]* with *[your company]*. Confirming your showing at *[address]* on *[day]* at *[time]*. Application: *[link]*

Why: The same confirmation and link for every applicant.

Renewal reminder

Hi *[first name]*, *[your name]* from *[your company]*. A reminder that your lease ends *[date]*. Renewal details are in your email. Questions? Reply here.

Why: A current resident gets a short, useful reminder.

The rules for property management calls

Fair housing rules apply to every call about a rental, with owners as well as applicants. Calling for-rent-by-owner landlords to sell management services is telemarketing, so the Do Not Call rules, calling hours and consent rules apply.

- Don't make any statement that indicates a preference or limitation based on race, color, religion, sex, disability, familial status or national origin. The Fair Housing Act and HUD's rules cover oral statements, not just ads.
- Describe the property and your written rental criteria, and ask every applicant the same questions. Don't ask about children's ages, relationships, religion or where someone is from.
- Handle requests for reasonable accommodations, such as assistance animals, through your written process. Refusing a reasonable accommodation for a disability can violate the Fair Housing Act.
- Some states and cities also protect source of income, such as housing vouchers, and other characteristics. Check your local law.
- Never agree to an owner's request to exclude a protected group.
- Calling a for-rent-by-owner landlord to offer management is telemarketing: check the National Do Not Call Registry, and remember a rental listing isn't consent.
- Call between 8 a.m. and 9 p.m. in the person's local time. Florida, Oklahoma and Maryland allow 8 a.m. to 8 p.m. and no more than three calls in 24 hours on the same subject.
- Autodialed or prerecorded calls and automated texts to cell phones need consent, written consent for marketing. Text applicants and residents who gave you their number for it, and honor STOP.
- Many states require a real estate license to manage rentals for others. Check with your state's real estate commission.

If you record calls: the consent line

“Just so you know, I record my calls so we have an accurate record of what we discuss. Is that OK?”

If they say no: Say “No problem, I won't record this,” and only carry on if you can turn recording off for the call. If you can't, offer to follow up by email.

When it's required: Required before you record in states that need everyone's consent: California, Florida, Illinois, Maryland, Massachusetts, Montana, New Hampshire, Pennsylvania and Washington, plus Connecticut and Nevada for phone calls. Courts disagree about Delaware and Michigan. Federal law and most other states need only one party's consent, but California applies its own law to calls into the state, so asking every time is the simple rule. In Canada, tell the person the call is recorded and why.

Statutes, regulators and sources

1. Fair Housing Act, 42 U.S.C. 3604: statements and reasonable accommodations
   https://www.law.cornell.edu/uscode/text/42/3604
2. HUD rule on discriminatory statements, 24 CFR 100.75
   https://www.law.cornell.edu/cfr/text/24/100.75
3. FTC Telemarketing Sales Rule, 16 CFR 310.4
   https://www.law.cornell.edu/cfr/text/16/310.4
4. FCC TCPA rules, 47 CFR 64.1200
   https://www.law.cornell.edu/cfr/text/47/64.1200
5. FTC: Q&A for telemarketers and sellers about the Do Not Call provisions
   https://www.ftc.gov/business-guidance/resources/qa-telemarketers-sellers-about-dnc-provisions-tsr
6. Florida Statutes 501.616: calling hours and three calls in 24 hours
   https://www.flsenate.gov/Laws/Statutes/2025/501.616
7. Reporters Committee: state-by-state recording consent guide
   https://www.rcfp.org/introduction-to-reporters-recording-guide/
8. CRTC Unsolicited Telecommunications Rules (Canada)
   https://crtc.gc.ca/eng/trules-reglest.htm

Last reviewed November 7, 2026 by the TopReach Compliance Desk. General information about the rules, not legal advice for your situation. Laws change and depend on the facts; talk to a lawyer before you rely on it.

Use these scripts in TopReach

Paste a script into a call list's Script tab and it shows on the call screen next to the outcome form. Fields fill in on each call: `First name` `Last name` `Full name` `Company` `My first name` `My name` `My number`. Every change is kept as a version you can restore.

The latest version of these scripts, and a free script generator: gettopreach.com/scripts/property-management