TopReach

Call scripts for real estate agents

The best real estate cold calling script asks one honest question early, gives the homeowner a reason the call is about their house, and ends with a specific next step. Below are scripts for expired listings, FSBOs, past clients, open-house visitors and circle prospecting, each with the reason for every line, plus objections, voicemails, follow-up texts and the rules that apply. Calling to ask for a listing is telemarketing, so check the Do Not Call Registry first, even for expireds and FSBOs.

gettopreach.com/scripts/real-estate-agents · Last reviewed November 7, 2026 by the TopReach Compliance Desk

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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 agents use a script without sounding scripted?

- Call with a reason about their house: it came off the market, it's for sale, a home on their street just sold. A reason about you (“I'm a top agent”) gives them nothing.
- Ask, then stop talking. The homeowner's answer to “why do you think it didn't sell?” is worth more than anything you could say in the same ten seconds.
- Don't argue with an objection. Agree with the part that's true, ask one question, and offer something small: a list of recent sales, a second opinion on price.
- Write the outcome and one line of notes before the next call. A follow-up that mentions what they told you sounds nothing like a cold call.
- Keep each list on its own script. An expired seller and a past client need different first sentences, and TopReach lets each call list carry its own script.

Expired listings

Homeowners whose listing came off the MLS without selling, usually called in the first days after it expires. Check the Do Not Call Registry first.

Aim for: A visit to the house with a plan for what you'd change, or a date to talk again.

OPENER 1 · DIRECT

The straight question

> "Hi, is this **First name**? It's **My first name** with *[your brokerage]*. I saw your home on *[street]* came off the market. Are you still planning to sell?"
>
> **Why:** One question they can answer in a word. Within five seconds you know whether this is a real conversation.

> "Got it. I'm not calling to criticize the last agent. I'd like to understand what happened, because the reason a house didn't sell usually decides what to do next."
>
> **Why:** They've had a frustrating few months. Saying what you won't do lowers their guard, and the second sentence makes the call about their house.

> "Do you have three minutes now, or is later today better?"
>
> **Why:** Two choices, both of them yes. Asking permission respects that you called out of the blue.

OPENER 2 · CONSULTATIVE

The what-happened opener

> "Hi **First name**, this is **My first name**, a local agent with *[your brokerage]*. You've probably had a few calls like this already, so I'll be quick."
>
> **Why:** Expired sellers often hear from many agents in the first days. Saying so honestly sets you apart from callers who pretend otherwise.

> "When your home was listed, what do you think kept it from selling: the price, the showings, or the timing?"
>
> **Why:** Three choices make it easy to answer, and the answer is the most useful thing you'll learn on the call.

> "That's helpful. If you listed again, what would you want done differently?"
>
> **Why:** They describe the agent they want, which tells you exactly what to offer.

OPENER 3 · FRIENDLY

The second opinion

> "Hi **First name**, it's **My first name** with *[your brokerage]*. I'm sorry your home on *[street]* didn't sell. That's a frustrating few months."
>
> **Why:** Acknowledging the disappointment first is human, and it's the opposite of the pitch they're expecting.

> "I'm not asking you to list with me today. Would a free second opinion on what happened be useful, even if you take a break from selling?"
>
> **Why:** A small, no-commitment offer is easy to accept and gives you a reason to see the house.

Questions to ask

> “If it had sold, where were you planning to move?”
>
> **Why:** The move behind the sale is the real motivation, and it tells you how much time pressure they have.

> “How many showings did you get, and what feedback came back?”
>
> **Why:** Few showings points to price or marketing. Lots of showings and no offers usually points to price or condition.

> “What price would you need to make the move work?”
>
> **Why:** It separates the number they hope for from the number they need, and tells you whether relisting makes sense.

> “Is anyone else part of the decision?”
>
> **Why:** A co-owner who isn't at the meeting is a common reason a listing appointment ends with “we'll think about it.”

The ask

> “I'd like to see the house and bring a plan for what I'd change, with recent sales nearby. Would *[day]* at *[time]* or *[day]* at *[time]* work better?”
>
> **Why:** A specific plan is the reason to meet, and two times turn “maybe” into a calendar entry.

For sale by owner (FSBO)

Owners selling their home themselves. Check the Do Not Call Registry first: asking for the listing is a sales call, and an FSBO ad isn't consent.

Aim for: Permission to stay in touch, a visit to see the house, or a showing if you represent a buyer.

OPENER 1 · FRIENDLY

The house-first opener

> "Hi, is this `First name`? It's `My first name` with *[your brokerage]*. I saw your sign on *[street]*. Is the house still available?"
>
> **Why:** Starting with the house, not with you, respects their choice to sell it themselves and gets an easy first answer.

> "Good. I'm not calling to talk you out of selling it yourself. Are you open to buyers who are working with an agent?"
>
> **Why:** Many FSBO sellers haven't decided this yet. How they answer tells you whether they're firm or flexible.

> "What's been the hardest part so far?"
>
> **Why:** Many owners have hit something: pricing, showings, paperwork, strangers at the door. Whatever they name is the problem you can help with later.

OPENER 2 · DIRECT

The honest offer

> "Hi `First name`, it's `My first name`, a local agent with *[your brokerage]*. I'll be upfront about why I'm calling: I help owners who are selling on their own. Some end up listing, some don't."
>
> **Why:** Saying the commercial reason in the first ten seconds is honest, and FSBO sellers expect it anyway.

> "Would it help if I sent you what homes like yours have sold for nearby in the last few months? No strings attached."
>
> **Why:** Recent sales help them whether they hire you or not, which makes yes easy, and the follow-up call has a reason.

Questions to ask

> “How did you decide on the asking price?”
>
> **Why:** A price set from recent sales is a different conversation from a price set by what they need or what a neighbor got years ago.

> “How have showings gone so far?”
>
> **Why:** Traffic and feedback tell you whether the issue is exposure, price or the house itself.

> “If it hasn't sold by *[a date that matters to them]*, what's your plan?”
>
> **Why:** Their backup plan tells you when they'd consider an agent and what would change their mind.

> “What would an agent have to do to be worth it to you?”
>
> **Why:** It brings out the objection you'll hear later, on your terms, and tells you what you'd need to prove.

The ask

> “Could I stop by for fifteen minutes this week to see the house? If it's not a fit, you'll still have the sales numbers.”
>
> **Why:** A short visit with something useful attached is a small yes, and seeing the house is how you earn the listing later.

Past clients

People you helped buy or sell, on the anniversary of their closing or once or twice a year.

Aim for: A friendly catch-up that keeps you their agent, and an introduction when it's natural.

OPENER 1 · FRIENDLY

The home anniversary

> "Hi `First name`, it's `My first name` from *[your brokerage]*. I just realized it's been *[a year]* since you got the keys to *[street]*. How's the house treating you?"
>
> **Why:** A real date and the street name show you remember them as people, not as a closed file.

> "That's great to hear. Anything you've changed, or anything that's been a headache?"
>
> **Why:** Projects and problems are what owners want to talk about, and they're early signs of a future move.

OPENER 2 · DIRECT

The value update

> "Hi `First name`, `My first name` here from *[your brokerage]*. Quick reason for the call: a few homes near you sold recently, and I thought you'd want to know what that means for yours."
>
> **Why:** A concrete reason beats "just checking in," and owners are often curious what their home is worth.

> "Would you like me to text you the numbers, or walk you through them now?"
>
> **Why:** Letting them pick keeps a short call short and makes the follow-up text expected.

Questions to ask

> "Are you still planning to stay in the house for the next few years?"
>
> **Why:** A plain question about their plans, asked by someone they trust, gets an honest answer.

> "Is anything changing in the next year, like work or how much space you need?"
>
> **Why:** Job changes and space needs are common reasons to move. Ask about the home and the timing, and let them share as much as they like.

> "Do you know anyone who's been talking about buying or selling?"
>
> **Why:** Asking for one name is easier to answer than "send me referrals," and it comes after you've given something.

The ask

> "I'll text you the recent sales near you today. And if anyone you know mentions moving, I'd be grateful for an introduction."
>
> **Why:** Deliver something first, then make the ask light. A referral ask that sounds like a favor gets remembered.

Open-house follow-up

Visitors who signed in at an open house, called within a day while the visit is fresh.

Aim for: A buyer consultation, or an honest read on whether they already have an agent.

OPENER 1 · FRIENDLY

The thank-you

> "Hi First name, it's My first name from *[your brokerage]*. Thanks for coming by the open house on *[street]* on *[day]*. What did you think of it?"
>
> **Why:** An open question about the house invites an honest opinion, and their opinion is the most useful thing you'll hear.

> "What would have made it a yes for you?"
>
> **Why:** Whatever was missing tells you what to look for next, and shows you were listening.

OPENER 2 · DIRECT

The real update

> "Hi First name, My first name with *[your brokerage]*, from the open house on *[street]*. I'm calling because *[true reason: the seller reduced the price / a similar home just came on the market in (area)]*."
>
> **Why:** News they can use is a reason to call back. Only say it if it's true: invented urgency ends trust on the first visit.

> "Before I go further, are you already working with an agent?"
>
> **Why:** Ask early. If they are, thank them and step back: it respects their agent and saves both of you time.

Questions to ask

> "Are you buying your first home, or selling one too?"
>
> **Why:** A buyer with a home to sell has a different timeline, and may be a listing too.

> "When would you ideally like to move?"
>
> **Why:** Timing tells you how often to follow up and how soon to set up a search.

> "Have you talked to a lender yet?"
>
> **Why:** Pre-approved buyers can act when the right home comes up. If they haven't, offering an introduction is real help.

> "What are the must-haves, and what's nice to have?"
>
> **Why:** Let them describe the home and area in their own words. Talk about the property, not about who lives nearby.

The ask

> "Would it help to sit down for thirty minutes and set up a search for exactly what you described? I have *[day]* or *[day]*."
>
> **Why:** A consultation is the natural next step, and it's where you explain how working together works, including the written buyer agreement many agents now need before touring homes together.

Circle prospecting

Homeowners near a home you just listed or sold, called with real news about their street. Check the Do Not Call Registry first.

Aim for: A listing lead, a buyer referral, or permission to send them the sale price.

OPENER 1 · DIRECT

Just listed or just sold

> "Hi **First name**, it's **My first name** with *[your brokerage]*. I'm letting neighbors on *[street]* know we just *[listed / sold]* the home at *[address]*."
>
> **Why:** News about their own street is the most relevant reason a stranger can give for calling.

> "Do you know anyone who's wanted to live around here? Buyers often ask for a specific neighborhood."
>
> **Why:** Asking for help is lower pressure than asking if they're selling, and people often think of someone.

> "And what about you: any plans to move in the next year or two?"
>
> **Why:** Ask about them second, after the easy question. A "maybe" here is a lead worth a follow-up date.

OPENER 2 · FRIENDLY

The neighborhood update

> "Hi **First name**, this is **My first name**, an agent with *[your brokerage]*. A few homes around *[street]* have sold lately, and I'm offering neighbors a quick update on what that means for theirs. Would that be useful?"
>
> **Why:** Information they'd want anyway, offered with a yes-or-no question.

> "Great. Is it OK if I text you the recent sales, and check back in a few months?"
>
> **Why:** Permission for a text and a follow-up date turns one cold call into a relationship you're allowed to continue.

Questions to ask

> “How long have you been in the house?”
>
> **Why:** Time in the home hints at equity and at how settled they are.

> “If you did move, would you stay in the area?”
>
> **Why:** A move within the area can mean a listing and a purchase.

> “What would you want to know before deciding whether to sell?”
>
> **Why:** Their answer is the follow-up you'll send, and the reason to call again.

The ask

> “I'll send the sales today. If it's useful, I can also give you a price opinion on your home: no obligation, about fifteen minutes at the house.”
>
> **Why:** Deliver the promised information first; the price opinion is a natural second step for anyone curious.

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'm going to sell it myself.”

That makes sense; plenty of people try. Can I ask what would need to happen in the next 30 days for it to feel like it's working? If it gets there, great. If it doesn't, I'd like to be the agent you call.

Why: Respect the choice and let them set the checkpoint. Arguing about it makes you the opponent.

“Your commission is too high.”

That's fair to ask about. Commission is negotiable, and I'll show you exactly what you'd get for it: pricing, marketing, showings, negotiation and getting to closing. If my plan isn't worth it to you, you shouldn't hire me.

Why: Commissions are negotiable, and saying so is honest. Then the conversation is about value, not a number.

“We're going to wait for the market to change.”

That could be the right call. What would need to be true then that isn't true now? I can send you what homes near you sold for each month this year, so you can watch it yourself.

Why: Don't predict the market. Offer data they can judge, and a reason to stay in touch.

“We're relisting with our agent.”

Have you signed with them again, or are you still deciding? If you've signed, I'll let you go and wish you a quick sale. If you're still deciding, would a second opinion on price help?

Why: If they're under contract with another broker, stop. Soliciting it isn't allowed for REALTORS® and isn't worth your reputation.

“Just send me some information.”

Happy to. So I send something useful and not a stack of brochures, what's the one thing you'd want to know: the price you'd get, how long it would take, or what it would cost you?

Why: “Send me something” is often a polite exit. A specific question turns it back into a conversation.

“How did you get my number?”

[Your listing was on the MLS / your sign has your number / you signed in at the open house.] If you'd rather I didn't call again, I'll take you off my list right now.

Why: Tell the truth, and offer the exit. A do-not-call request has to be honored anyway.

“We're not selling.”

Understood, thanks for telling me. If you ever did move, what do you think would cause it? And would it be OK if I sent you neighborhood sales once or twice a year?

Why: Accept the no, learn one thing, and ask permission for a light touch. Some of today's no's are next year's listings.

“We need more than that for the house.”

I understand wanting the most for it. Let me show you what sold nearby and what didn't, and we'll decide together. I'd rather give you a number you don't love now than have the house sit for another three months.

Why: Overpricing to win a listing is how many expireds happen. Honesty about price is the service.

Voicemail scripts

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

Expired listing

> "Hi **First name**, it's **My first name** with *[your brokerage]*, **My number**. I'm calling about your home on *[street]* that came off the market. I have a couple of thoughts on why it didn't sell and what I'd change, and I'm happy to share them even if you're taking a break. Again, it's **My first name**, **My number**."
>
> **Why:** Name and number first, one reason about their house, an offer with no pressure, and the number again slowly.

FSBO

> "Hi **First name**, it's **My first name**, a local agent with *[your brokerage]*, **My number**. I saw your home on *[street]* is for sale. I'm happy to send you what similar homes nearby have sold for, no strings attached. Call or text me at **My number**."
>
> **Why:** Respects that they're selling it themselves and offers something useful either way.

Past client

> "Hi **First name**, it's **My first name**. Happy *[one-year]* home anniversary on *[street]*! No need to call back. I'll text you a quick update on what homes near you are selling for."
>
> **Why:** A voicemail that asks for nothing is a pleasant surprise, and it sets up the text.

Open-house visitor

> "Hi **First name**, **My first name** with *[your brokerage]*. Thanks for coming by the open house on *[street]*. If you have questions about the home, or want me to keep an eye out for similar ones, call or text me at **My number**."
>
> **Why:** A thank-you and two easy reasons to reply, without pressure.

Just listed or just sold

> "Hi **First name**, **My first name** with *[your brokerage]*. We just *[listed / sold]* *[address]* on your street, and I'm sharing the details with neighbors. If you'd like the price and what it means for your home, call or text me at **My number**. That's **My number**."
>
> **Why:** The news is the reason to call back, and offering text as an option gets more replies than asking for a call.

Follow-up texts

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

After an expired-listing voicemail

Hi *[first name]*, it's *[your name]* with *[your brokerage]*. I just left you a voicemail about *[street]*. Happy to share what I'd change, no pressure. Reply STOP to opt out.

Why: Refers to the voicemail, carries one low-pressure offer, and includes an opt-out in the first text.

FSBO recent sales

Hi *[first name]*, *[your name]* here. As promised, recent sales near *[street]*: *[link]*. Good luck with the sale! Reply STOP to opt out.

Why: Send only after they said yes to the numbers. Delivering what you promised is the follow-up.

Past-client value update

Hi *[first name]*, it's *[your name]*. Here's what homes near you sold for lately: *[link]*. Hope the house is treating you well!

Why: A past client who agreed to updates gets the numbers and a friendly line, nothing to do.

Open-house thank-you

Hi *[first name]*, thanks for stopping by *[street]* on *[day]*. It's *[your name]* with *[your brokerage]*. Any questions about the home? Reply STOP to opt out.

Why: Short, specific to the visit, with an easy reason to reply.

Circle prospecting follow-up

Hi *[first name]*, it's *[your name]* with *[your brokerage]*. As promised, here's what *[address] [listed / sold]* for and other recent sales nearby: *[link]*. Reply STOP to opt out.

Why: Send only to neighbors who said yes to a text on the call, and deliver exactly what you promised.

The rules for real estate calls

Calling homeowners to ask for a listing is telemarketing, so the Do Not Call rules, calling hours and consent rules for automated calls and texts apply, including to expired listings and FSBOs. Fair housing rules apply to what you say about neighborhoods.

- Check the National Do Not Call Registry and your own do-not-call list before you call. The FCC has not exempted expired listings, and calling an FSBO on the registry to ask for the listing isn't allowed. Calling an FSBO only to discuss a sale to a buyer you represent generally isn't a sales call.
- Call between 8 a.m. and 9 p.m. in the homeowner's local time. Florida, Oklahoma and Maryland allow 8 a.m. to 8 p.m. and no more than three calls in 24 hours about the same subject.
- Autodialed or prerecorded calls and marketing texts to cell phones need the person's prior express written consent. An MLS listing, a yard sign or an FSBO ad isn't consent.
- Honor a do-not-call request right away, within 10 business days at most under FCC rules, and keep it on the list for your whole team.
- If a home is still listed exclusively with another broker, don't solicit the listing. For REALTORS®, Standard of Practice 16–4 of the NAR Code of Ethics says so.
- Talk about the home, not the people. The Fair Housing Act bars statements that indicate a preference based on race, color, religion, sex, disability, familial status or national origin, so don't describe a neighborhood by who lives there.
- Since August 17, 2024, many agents need a written buyer agreement before touring a home with a buyer, so explain it at the consultation, not at the front door.
- In Canada, the CRTC's telemarketing rules and the National DNCL apply: call weekdays 9 a.m. to 9:30 p.m. and weekends 10 a.m. to 6 p.m., and use consent for texts under CASL.

If you record calls: the consent line

“Before we start, I record my calls so I don't miss anything you tell me. Is that OK with you?”

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 call back or follow up by text or 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. FTC Telemarketing Sales Rule, 16 CFR 310.4: calling hours, abandoned calls, caller ID
   https://www.law.cornell.edu/cfr/text/16/310.4
2. FCC TCPA rules, 47 CFR 64.1200: consent, calling hours, do-not-call lists
   https://www.law.cornell.edu/cfr/text/47/64.1200
3. 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
4. National Association of REALTORS®: telemarketing and cold calling (expireds and FSBOs)
   https://www.nar.realtor/telemarketing-cold-calling
5. NAR Code of Ethics and Standards of Practice (Article 16)
   https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/2025-code-of-ethics-standards-of-practice
6. NAR: consumer guide to written buyer agreements
   https://www.nar.realtor/the-facts/consumer-guide-written-buyer-agreements
7. Fair Housing Act, 42 U.S.C. 3604(c)
   https://www.law.cornell.edu/uscode/text/42/3604
8. HUD rule on discriminatory statements, 24 CFR 100.75
   https://www.law.cornell.edu/cfr/text/24/100.75
9. Florida Statutes 501.616: calling hours and three calls in 24 hours
   https://www.flsenate.gov/Laws/Statutes/2025/501.616
10. Federal wiretap law, 18 U.S.C. 2511(2)(d): one-party consent
    https://www.law.cornell.edu/uscode/text/18/2511
11. Reporters Committee: state-by-state recording consent guide
    https://www.rcfp.org/introduction-to-reporters-recording-guide/
12. 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/real-estate-agents