

# FACEBOOK LEAD CALLING SCRIPTS



brought to you by Stephen Acree, REALTOR®

You've already done the hard part of creating leads on Facebook, now comes the easy part of calling to qualify those warm leads!

Use Stephen Acree's actual calling script as a guide when contacting all the leads you have generated.

The image shows two pages of a printable script. The top page is titled 'FACEBOOK LEAD SCRIPT for real estate agents' and contains a series of questions and responses for a phone call. The bottom page is titled 'HELPFUL TIPS' and lists five strategies for handling leads. Both pages feature a house icon and a small portrait of Stephen Acree.

## HELPFUL TIPS

The more calls to your Facebook leads, the better at adapting your script to your helpful tips to see what works best for you.

1. If the lead does not pick up on the first call, call again immediately. Repeat again if they don't pick up, text them and let them know you called.
2. Remember that you may not win the lead on the first call or more to attain this new client.
3. Experiment with different introduction scripts for you to say, and gets the best response.
4. Schedule time in your day to make your calls.
5. If one of your leads says they are not interested in a few years, make sure to ask them to call you back, and be sure to add them to your marketing like your [branded magazine](#).

## FACEBOOK LEAD SCRIPT

for real estate agents

Keep in mind as you call the leads created on Facebook that these are warm leads that were requesting information from you, and you are just here to help them.

Start the conversation here:

YOU: "Hi [lead's name], my name is [your name here] with [name of company here]. I saw you looking at houses for sale and I just wanted to see if you found what you were looking for?"

LEAD: "No, we haven't found anything."

YOU: "Totally understand! What exactly are you looking for?"

LEAD: (Describes what they are looking for)

If they respond to your first question and say they don't want anything or are just looking, ask them if they decided they don't want to buy anymore or if they will want to buy at any point in the next few years, and adjust your conversation accordingly.

From here on out, ask them a series of questions to get to know their buying needs.

YOU: "Awesome! Ideally when do you want to move?"

YOU: "Great! Do you currently own your home or are you renting?"

If they say they currently own, then ask them if they need to sell in order to buy.

If they are currently renting, then ask them when their lease ends.

Then, ask them about their budget according to their response.

YOU: "Do you want to be around the same mortgage payment?"

Or: "What are you paying currently in rent?"

YOU: "What's the max budget you would want to spend a month?"

YOU: "Have you spoken with a lender yet?"

YOU: "Are you committed to an agent?"

YOU: "What houses have you seen that you would like to take a look at?"

This last question will lead you to setting up a showing with them.

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## WHAT'S INCLUDED:

Page 1: Facebook Lead Script for Real Estate Agents

Page 2: Helpful Tips



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*for real estate agents*

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# HELPFUL TIPS

**The more calls to your Facebook leads that you make, the more you will get better at adapting your script to your target audience. Try out some of these helpful tips to see what works best for you!**

1. If the lead does not pick up on the first call attempt, hang up and call their number again immediately. Repeat again one more time if necessary. If they still don't pick up, text them "Prospect Name?". If they respond, text and say "Calling you now." and then give them a call immediately.
2. Follow up at least 18 times before moving them on to an email drip.
3. Experiment with different introductions to see which one seems the most natural for you to say, and gets the best response for you.
4. Schedule time in your day to make your calls, to make it a priority. We recommend making calls for at least 2 hours per day.
5. If one of your leads says they are not interested in buying a home now, but might in a few years, make sure to ask them if it's ok for you to keep in touch with them, and be sure to add them to your CRM and send them a nurturing piece of marketing like your [branded magazine](#) or [email marketing](#).

