

REAL ESTATE *scripts*



AS A REAL ESTATE AGENT, YOU'RE ALWAYS

looking for new avenues for potentially lucrative deals, and one of the best may just be expired listings—homes that were put on the market but didn't sell. Ideally, you should reach out within a day or two of the expiration since many homeowners may still be interested in selling but are unsure about what comes next. Starting this conversation, though, can sometimes feel tricky because they may feel disgruntled or even defensive.

To make it easier, borrow the language/scripts from Stephen Acree and the Acree Brothers Realty Team in Lynchburg, Virginia, who managed to close over 240 total deals in 2024 with just five agents. Their approach is all about empathy, not pressure. The goal is to acknowledge the seller's frustration, understand what went wrong the first time, and offer a fresh, more effective strategy to help them get the result they want.

EXPIRED LISTINGS

script

Agent: Hi, is this [homeowner's name]?

Prospect: Yes.

Agent: Hey [name], this is [your name] with [your brokerage]. I know this call might be a little unexpected, but I noticed your home recently came off the market and wanted to check in. Did it not sell, or did you decide not to sell?

If they say their house didn't sell:

Agent: Got it. I actually talk to a lot of people in the same boat—they had really nice homes that didn't move, often for reasons outside their control. If you don't mind me asking, what do you think held it back?

Listen carefully. If they mention price, timing, or agent issues, tuck those details away for later.

Agent: That makes total sense. You're definitely not alone. Many of my clients felt the same way at first. In fact, a lot of the homes I've helped sell this year were previously listed and just needed a different approach. Now, you might not be interested anymore, and I respect that, but if I could show you a way to relist and actually put money in your pocket this time around, would you be open to a conversation?

If they say we're taking a break.:

Agent: I totally understand. That gets said a lot—sometimes taking a step back is the best move. Just so I don't follow up at the wrong time, are you 100 percent sure your plans are still on hold, or is there a chance you might revisit them in a few months?

If they're open to revisiting:

Agent: What do you like about the idea of waiting? Is it timing, interest rates, or just needing a breather?

Listen and adapt. Then turn the discussion to follow-up:

Agent: If it's OK with you, I'll check back in a few weeks in case anything changes. In the meantime, I'd be happy to send over a quick home value update, just something to keep you informed. Would that be helpful?

If they say they're selling it themselves or working with someone else:

Agent: I totally get it—you know your home better than anyone. May I ask what made you decide to go that route?

If they share frustrations or uncertainty, offer value without stepping on their toes:

Agent: That makes sense. I'm always happy to be a resource; no pressure. Even if you're working with someone else, if a buyer comes across my desk who's a perfect fit, would you mind if I reached out?

If they say your commission is too high:

Agent: I hear you. Everyone wants to keep as much equity as possible. But what I've found is that many homeowners I work with actually end up netting more, even after commission, because of how we position and market the property. If I could show you a way to walk away with more than what your last agent offered, even factoring in commission, would that be worth a quick strategy session?

If they say they didn't get the offer they wanted:

Agent: That's one of the most common frustrations I hear. Just out of curiosity, was it strictly the price, or do you think it had more to do with the timing or marketing?

Listen to what went wrong, and explain how working with you can help alleviate their frustrations.

Agent: I totally understand where you're coming from. But if I had a buyer who was looking for a home like yours, would you be interested in learning more?

This script is a great starting point, but there's no need to follow it word for word. Make sure to listen to the homeowner's concerns and adjust what you say accordingly. And don't feel discouraged if the first few conversations don't go your way—the more you talk to homeowners, the easier it will get.

If you're looking for more ways to grow your business, our free [resource library](#) is packed with scripts, guides, and templates for real estate professionals. Or check out how our various marketing tools, including our personally branded magazines and print-on-demand postcards, can help you close more deals. For instance, mail your magazine to a homeowner right after their listing expires or bring copies to your appointments with them. This item will set you apart from their previous agent by showing polished, professional branding while providing value—far more impressive than any old flyer or postcard.

For more information on how our coffee table-quality magazines and other marketing products can help you connect with homeowners, book a [free demo](#) with our team today!

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SPHERE/REFERRAL/ MAGAZINE *script*

Real estate is a relationship business, which means that staying in touch with past clients, friends, and local connections is crucial to your success. But if you're struggling with how to do so effectively beyond simply adding them to your email list, refer to this script from Stephen Acree and the Acree Brothers Realty Team in Lynchburg, Virginia, who used it to help them close 85 deals in 2024 and 90 so far in 2025. The conversation is warm and personal with a focus on offering value first, leading smoothly into a referral request in a way that feels natural and appreciative rather than transactional.

Agent: Hey [client's name], how are you? This is [your name] with [your brokerage]. I just wanted to check in and see how things are going. How's your [family/business/life]?

Pause and listen. Use any notes in your CRM on past transactions, birthdays, vacations, or hobbies to guide your questions, such as:

- The last time we talked, you mentioned your daughter was graduating. How did that go?
- Weren't you planning a big trip to the beach this summer?
- How's the new place treating you? Did you ever finish the kitchen remodel?

For another way to make a personal connection, ReminderMedia clients can also reference their personally branded magazine—a 48-page professional-quality publication featuring entertaining, inspiring, and engaging articles.

Agent: I wanted to ask if you got a chance to check out the magazine I sent you.

If they did read it:

Agent: Nice! I really liked that article about [relevant topic, such as local travel, wellness, or food]. I thought it might be something you'd enjoy too.

If they haven't looked at it yet:

Agent: No worries! It's one of those things that's easy to set aside. When you get a chance, I think you'll really enjoy [the recipes or DIY tips in the back]. I always try to include stuff that's actually useful or fun.

Whatever your approach, don't rush this part. The deeper the discussion, the stronger the relationship. You're not calling to ask for something—you're calling because you care.

Once the conversation is flowing and the tone feels right, transition to asking for a referral.

Agent: While I've got you, I wanted to ask if you happen to know anyone who's thinking about moving in the next year or so. Maybe a friend, neighbor, or family member who might need an agent?

If they mention someone:

Agent: That's amazing! Would you feel comfortable putting us in touch? Even just a quick group text or email introduction would be perfect. Your recommendation really means a lot.

If they say they can't think of anyone right now:

Agent: That's totally fine. If someone does come to mind, feel free to pass along my info. Or let me know if they'd like a copy of the magazine too! It's a great way for them to get to know me before they even need anything.

When talking to clients, remember that the point is to be conversational and continue building your relationship with them, even long after their closing date. When you make a point of connecting, you'll stay top of mind so that when they do end up needing to buy or sell again or have a friend or family member who does, they'll reach out to you for help.

And if you're not yet using ReminderMedia's marketing products, such as one of our personally branded magazines, it's a great time to start. For example, your own magazine is the perfect item to send to previous clients and new prospects, just like Stephen Acree does. It can help position you as a trusted expert, keep you top of mind, and open the door for more conversations and referrals.

Want to learn more? Book a [free demo](#) to see how our marketing tools can help you build relationships and close more deals.

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FSBO *script*

For Sale by Owner (FSBO) properties can present a viable opportunity for you as an agent, but approaching the owner is a delicate balancing act. The key is to take a no-pressure approach, as demonstrated by Stephen Acree and the Acree Brothers Realty Team in Lynchburg, Virginia, who managed to close 240 deals in 2024 with just five agents. This script focuses not on telling sellers that they can't go it alone but on showing them how working with the right agent can put more money in their pocket with less hassle.

Agent: Hi, is this the owner of [property address]?

Prospect: Yes, it is.

Agent: Great! This is [your name] with [your brokerage]. I'm calling because I've been reaching out to local owners who are selling their homes on their own, and I wanted to check in to see how things are going for you.

Let the prospect share an update.

Agent: Have you gotten any offers yet?

Prospect: Not yet. / A few. / etc.

Agent: What do you think has been the biggest challenge so far?

Let them talk. Listen to their pain points and show empathy, not judgment.

Agent: Yeah, that's something I hear a lot. From pricing the home to getting serious buyers through the door, it can definitely be a lot.

Now that you've connected empathetically, feel free to press them a little.

Agent: What's your plan if the home doesn't sell in the next few weeks?

You're gently opening the door to a better solution without being pushy. Once you've established a little rapport, be direct about how you can help.

Agent: Let me ask you this: If I could help you net more money in your pocket than what you're asking for right now, would you be open to a quick conversation?

Prospect: It depends.

Agent: That's totally fair. And to be clear, I'm not asking you to list with me today. I'd just love the opportunity to meet you, shake your hand, and show you how we might be able to make this easier and more profitable for you. Would a morning or afternoon this week work better for you?

Let the prospect indicate their availability.

Agent: Would [time] tomorrow work? We can meet at your home or over coffee—whichever's easier for you.

If they say yes:

Agent: Awesome! I'll text you to confirm the time and place. Is there anything specific you'd like me to bring or prepare for our meeting?

If they say no or hesitate:

Agent: No worries at all. Would a different day work better? Or would you prefer that I send over some quick information for you to look through first?

Prospect: I'm not really interested. / I'm going to sell it myself.

Agent: I totally understand, and, honestly, I believe you can sell it on your own; I've seen homeowners do it successfully. But if I could still help you walk away with more money and possibly save you some time and stress in the process, would you be open to at least seeing how that might work?

This is your value proposition—more money, less hassle. Say it calmly and confidently.

If they still say no:

Agent: No problem at all. I'll go ahead and save your number, and if a buyer comes across my desk who's looking for a home like yours, would you mind if I gave you a call?

Whether the prospect responds positively or negatively, thank them for their time and then wrap up the call.

Agent: If anything changes or if you'd ever like a second opinion, don't hesitate to reach out. Wishing you the best either way!

Reaching out to FSBO sellers takes patience, empathy, and practice. This script gives you a framework, but the key is having genuine conversations. Every homeowner has their own story—some are confident they can do it on their own, while others may already feel frustrated. Whatever the response, your job is to listen first and offer value where it's needed.

If you want to stand out even more, ReminderMedia has numerous tools that can help. From thoughtful touchpoints like personally branded magazines to eye-catching postcards, our products can help you build trust and stay top of mind with clients and prospects. For instance, you can easily drop off copies of our **48-page, coffee table-quality magazines** with FSBO sellers, saying that you wanted to stop by and leave the publication just in case they ever need a hand. Agents report that homeowners often call back after being impressed by the quality of the item. You can also attach a short letter that acknowledges their FSBO effort and offers a no-obligation resource. Whatever route you take, you're simply using the magazine as a visual reminder that you're available if they need help.

Are you interested in learning more about how ReminderMedia's products can help you close more deals? Book a **free demo** today!

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PAID LEADS

script

(FOLLOW UP BOSS / FUB)

Paid leads from a lead-generation platform can be a great way to build out your list in a snap, especially for those just starting out in real estate. However, such prospects won't ultimately go anywhere without effective follow-up. Consider the example script below from Stephen Acree and the Acree Brothers Realty Team in Lynchburg, Virginia, who have used it to help them close 24 deals in 2024 and 33 so far this year. Their approach is all about building rapport quickly, understanding what the buyer actually wants, and setting a face-to-face appointment that moves the relationship forward.

Agent: Hi, is this [prospect's name]?

Prospect: Yes.

Agent: Awesome! How are you doing today?

Prospect: Good.

Agent: Glad to hear it! This is [your name] with [your brokerage]. I got a message that you've been looking at homes recently and just wanted to check in. Have you already found a house?

Prospect: No, not yet.

Agent: Got it! Well, I'd love to hear more about what you're looking for. Sometimes talking it out helps clarify things. Can I ask what kind of home are you hoping to find?

This is where the conversation becomes relational. Use their responses to guide your next questions and make a genuine connection. Utilize the FORD method: (family, occupation, recreation, dreams) with questions like:

- Are you hoping to stay close to family?
- Do you work from home, or is your commute a concern?
- What kind of local amenities do you want to be near?
- Is this your first home or more of a long-term dream move?

Keep it conversational. Don't rattle off a list of questions—instead, focus on finding the one thing that matters most to them. And when it feels natural, move into more specifics:

- How many bedrooms and bathrooms do you need?
- Are you wanting a big yard for pets or kids?
- Do you prefer something low maintenance?
- What price range do you have in mind?

If they aren't sure about budget:

Agent: What are you currently paying in rent/mortgage?

This will give you an idea of a reasonable price without the prospect feeling pressured. But only bring up financing if they introduce it or the moment feels right.

Agent: Are you planning to pay with cash, or are you going through a bank?

Prospect: We're using a loan.

Agent: Great. Do you already have a lender you want to work with, or is that something I can help with?

If they say they don't have a lender:

Agent: Perfect. I can connect you with a few local lenders I trust, including one we work with in-house. They often meet clients in person and usually gets rates about a quarter percent better than what's on the market. Plus, their service is hard to beat.

If they say they do have a lender:

Agent: That's great. What I'd love to do next is meet up with you, shake your hand, and put together a game plan for how we can help you find the right home. Would morning or afternoon work better for you?

Let the prospect indicate their availability.

Agent: Would tomorrow at [time] work? We can meet at my office and go over everything together.

If they say yes:

Agent: Awesome. I'll text you the address as soon as we get off the call. Is there anything specific you'd like me to prepare before our meeting?

If they say no:

Agent: I totally understand. Does another day this week work better?

Prospect: No, I'm not ready to meet yet.

Agent: No problem at all. Here's what I'll do: I'll send you some homes based on what we talked about today. I'll also set you up with a custom search so the right listings go straight to your inbox—no need to keep refreshing Zillow or realtor.com.

And just so you know, we also have access to homes that aren't online yet. I want to make sure that you don't miss out should a good listing for you come across my desk. Would this time of day typically be good for a quick follow-up call?

Keep in mind that online leads don't always convert on the first call—or even the fifth, tenth, or twentieth. (Stephen's team will sometimes work a Facebook lead for over a year.) This script is designed to help you start real conversations and build trust from the very first interaction. Don't be afraid to slow down, ask questions, and make it about them. You'll hear "no" and "not yet" a lot, but stay consistent and the results will come.

If you're ready to generate more consistent leads without adding more to your plate, ReminderMedia's **Facebook Lead Generation** services can help you get in front of the right people at the right time with professionally designed ads that drive real engagement. And with our AI-powered follow-up, you'll know exactly which leads are warm and who you should reach out to next.

If you're ready to turn online attention into real-world closings, **book a demo today** and discover how our Facebook ads and other marketing tools can help take your business to the next level.

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OPEN HOUSE

script

When done right, open houses can be consistent lead generators. It's not about selling the house a prospect walks through—it's about selling yourself as the agent who can help them find the one that's right for them.

To convey this effectively, adopt the following script from Stephen Acree and Acree Brothers Realty Team, who have used it to close 18 deals in 2024 and 15 so far in 2025. The goal is to make a strong first impression, ask the right questions at the door, and then reconnect at the end of the showing to book appointments with serious buyers.

Before the open house begins, place a sign-in sheet or tablet on a table right inside the front door to get information from each person who visits. Then, as clients walk in, greet them enthusiastically.

Agent: Hey there! I'm [your name] with [your brokerage]. Thanks so much for stopping by. Before you head inside, I just need you to sign in real quick.

Make sure to walk them directly to the table, and stress that everyone must sign in before walking through the house for security purposes. You can tell them that once they're done, they are welcome to open up doors, drawers, and whatever else they may want to see in the house.

As they're signing in, this is your chance to ask questions—not like a from but like a friendly, curious guide. You're gathering key info to tailor your follow-up later.

- Where do you live now?
- Do you rent or own?
- How long have you been looking for a home?
- What are you hoping to find in your next place?

Agent: Great. Feel free to take your time looking around. Let me know if any questions come up.

Now give them space to see the house without you looking over their shoulder. Just make sure to be available for if they initiate conversation at some point. As they leave, meet them at the door.

Agent: Thanks again for coming by. What did you think of the house?

If they liked the house:

Agent: That's great to hear! Would you like me to send you some info on the property or set up another showing so you can take a second look?

If they say it's not the right fit:

Agent: I totally understand. Sometimes you have to walk through a few before finding the right one. Based on what you told me earlier, I'd love to help you find something that suits you. Would you be open to meeting this week to go over a few homes that might be a better match?

If they say yes:

Agent: Awesome. Would mornings or afternoons work best for you? I can pull a few listings before we meet.

If they're hesitant:

Agent: No worries at all. I'll shoot you a quick text later today with a couple options I think you'll like. And if anything stands out, we can take the next step from there.

An open house isn't just about selling the property—it's your chance to build real connections with active buyers. This script gives you a simple structure for making a strong first impression, gathering useful info, and following up with purpose. As you meet more people, you'll start to recognize patterns in what buyers want and learn how to guide them toward the right home.

However, make sure the conversations don't just end after the open house is over. ReminderMedia offers numerous products that can help keep you top of mind, including personally branded magazines and social media automation. One of our [48-page, coffee table-quality magazines](#) is the perfect item of value to display at your open houses and offer to anyone who comes through. When they leave with it, it serves as a physical reminder that you're available to help them find their next home. We also have a great library of additional [open house resources](#), including signage and a playbook.

Are you interested in learning more? [Book a demo](#) and see how we can help you turn open house traffic into long-term clients.

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CIRCLE PROSPECTING *script*

Unlike the relative randomness of cold calling or door knocking, circle prospecting targets homeowners in a specific radius around a recent listing, open house, or sale, giving you a viable reason to reach out. Stephen Acree and the Acree Brothers Realty Team of Lynchburg, Virginia, put together a script to make approaching such prospects easy—and it's helped them close 25 deals in 2024 and 21 so far in 2025. Use it to help you uncover off-market opportunities, build relationships, and position yourself as a resource to local property owners.

Knock on the door, and step back about six feet to give the homeowner physical space, helping them feel more at ease when they answer. Keep your body language open and friendly, such as by smiling, leaving your hands out of your pockets, and making sure that your branded name tag or folder is visible.

Agent: Hey there. I'm [your name], a local real estate agent with [your brokerage]. I just wanted to stop by real quick—no pressure, I'm not trying to sell you anything. I was wondering, are you the owner of [property address]?

Homeowner: Yeah, I am.

Agent: Awesome. The reason I'm out here today is that we just [listed/sold] a home right around the corner at [nearby address], and it stirred up quite a bit of interest. We had a few buyers miss out, so I've been talking with neighbors to see if anyone might be considering a move or at least be curious about their home's value. Do you have any future plans for the property, or are you pretty happy where you are?

Homeowner: I don't really have any plans right now.

Agent: I totally get that. If someone came along with the right offer, would that be something you'd consider?

If they say they're interested:

Agent: Out of curiosity, is there a number where you'd say, "Yeah, I'd let it go for that"?

Let the homeowner throw out a figure.

Agent: Got it. Thanks for being up front. That could actually be in range based on what we're seeing in the neighborhood. I'd love to take a quick look at the property sometime this week with my partner, just to see if it's a fit for any of our current buyers or investor clients.

Would that be okay?

If they say they're not interested:

Agent: I completely understand. Not everyone's looking to move right now. But since we're seeing values shift pretty quickly in this area, would you be interested in a free home value report? No strings attached. It's just something you can hang on to in case you ever want to revisit things down the road.

If they say yes:

Agent: Awesome. I'll put one together and drop it off. What's the best way to reach you if I have any questions?

If they say no:

Agent: No worries at all. I'll leave my card in case anything changes. And, hey, thanks for your time. Hope you have a great rest of your day.

Circle prospecting is all about getting a conversation started. You're not just checking in on one property—you're planting seeds in the neighborhood and building familiarity over time. This script gives you a solid way to break the ice, but the real impact comes from staying consistent and showing up as someone who knows the area and cares about the people in it.

Want to stay top of mind with the homeowners you meet? ReminderMedia can help you do that with personally branded magazines, targeted postcards, and more that keep your name in front of potential sellers. For example, you can send out a [postcard campaign](#) to the area, which will help introduce you to homeowners. Then, when you walk the neighborhood and talk to each one, leave them with a copy of your [personally branded magazine](#), which serves as another physical reminder that you're available to help sell their house.

For more information on how ReminderMedia's products can help you connect with homeowners, [book a free demo](#) today.