

Imogen Callister's top SMS and phone scripts for digital prospecting

Want to send Realtair's Market Updates, but stuck on what to say? Steal one of these proven SMS scripts.

Text Funnel

01



Messages

Hi [client name],

I have JUST LISTED your neighbour's property [address].

I wanted to see if you had any family or friends interested in moving close by or if you wanted to view the home?

[your name]

02



Messages

Hi [client name],

Your neighbour's home [suburb] has just sold for [\$ XXX].

It was a sensational result and has positively influenced values in the area. Would you like me to provide you with a free Market Update?

[your name]

03



Messages

Hi [client name],

Did you know higher interest rates may have positively affected the value of your home? Low stock levels are driving prices and the market is performing well. Would you like me to email you free Market Update on your home?

[your name]

04



Messages

Hi [client name],

The real estate market is performing well in [suburb]. To see how our results have influenced the value of your home would you like me to email you a suburb performance report?

Kind regards,
 [your name]

Don't exhaust your data — text 8-12 weeks

90% of text messages are read in the first 90 seconds of sending

New Text System

01



Messages

Hi *[client name]*,

I hope your year is off to a great start! Our local market is already seeing significant activity. Would you like to receive our 2025 forecast & property report?

02



Messages

Hi *[client name]*,

2024 has started strong with record demand from buyers in our market, which has led to a growth in home values. Would you like me to send you our Quarterly Market Update via email?

03



Messages

Hi *[client name]*,

As we approach the end of financial year, I wanted to reach out and offer you an EOFY report. It'll provide a detailed overview of the market performance and key insights. Let me know if you're interested and I'll send it your way!

Top phone scripts to use for digital prospecting

Calls

03

01

Listed

“I wanted to personally reach out to you as we have listed your neighbour’s property. I wanted to offer you the opportunity to see it first, in case you had any family or friends interested in moving close by?”

“I’ll ensure I keep you up to date with the sold price.”

“Have a great day.”

02

Sold

“Hey [*client name*]

I’m calling because [agent] has just sold your neighbour’s property for a sensational result. Would you like to know the same price?”

{*client answer*}

It achieved \$1.2 million.

This has grow your property’s value. Could I please provide you with a free Market Update?”

Buyers / Market Update

“Hi [*client name*], I was wondering if you could help me? There is a beautiful family that missed out on the home I recently marked close by to you and I’d love to assist them.”

Would you know if you or your neighbours would consider selling for a premium?”

{*client answer*}

Please keep me posted if you do — I’d love to provide you with my quarterly property market report — what’s the best number to text it to?”