

Scripts for Internet Leads  
- Initiation call -

Hello, is <Lead name> available.

Hi, <Lead name>, this is <agent's first name>, **Dream Home Realty**.

You were on our website, **DreamHomeGo.com**, today (yesterday, recently), and, <Lead name>, I was gonna ask you how did you find **DreamHomeGo.com** and how do you like it, guys?

Thanks, I'm glade to hear that.

(Thanks for the complement, I really appreciate that.)

<Lead name>, what are you guys looking for?

Fantastic. <Lead name>, I can create a custom search for you which would match your home criteria. You would be notified with every new listing, so you would be the first to know as soon as your dream home comes on the market. <Lead name>, would you mind if we set it up for you?

Great. Now, <Lead name>, when you see a home appealing to you, please call me or email me so I can arrange the showing for you. As you know, our services are FREE to all buyers. <Lead name>, how does it sound to you?

Terrific. <Lead name>, I'll be looking to hear back from you.

Thanks for your time and have a nice day (evenyng).

\* \* \* \* \*

Comment: this script is designed to get you in personal touch with the client.  
The next step would be another follow up call and to meet client at some property.

Scripts for Internet Leads  
- Leaving first message -

Hello, <Lead name>, this is <agent's first name>, [Dream Home Realty](#).

You were on our website, [DreamHomeGo.com](#), today (yesterday, recently), so I was following up on it to ask you how did you find [DreamHomeGo.com](#) and how did you like it, guys?

As you may have learned there, I am "Your Special Agent", neighborhood expert in the area you are looking for a home. I was going to see also how can I help you better and how can you benefit from my FREE buyers real estate services.

<Lead name>, I would like to listen to you, so I'll try catching with you later at some different time. In the meantime, I would love if you give me a call at <cell phone>, at your convenience.

<Lead name>, I'll be looking to hear back from you.  
Thank you again for visiting [DreamHomeGo.com](#) and have a nice day.

\* \* \* \* \*

Comment: this script is designed to introduce you to the client.  
The next step would be to catch a client for conversation.

Scripts for Internet Leads  
- Follow up calls -

Hello, <Lead name>, this is <agent's first name>, **Dream Home Realty**.

Did I catch you at the bad time?

We talked a few days ago, and I am sending you new listed homes via email.

Are you receiving those?

Great. Are they any homes that are appealing to you enough so we can take a look at them?

{NO}

That's O.K., I'll continue sending them your way.

<Lead name>, when you see something interesting, please call me or email me so I can arrange the showing for you.

<Lead name>, I'll be looking to hear back from you.

Thank you for your time once again and have a nice day.

\* \* \* \* \*

Comment: this script is designed to establish relationship with the client.  
The next step would be to meet client at some property.