

*market leader*<sup>®</sup>

# Real Estate Voicemail Scripts



**How-To Guide + 21 Scripts for  
Leaving Voicemails That Get Callbacks**

**INCLUDED  
INSIDE**

**PART 1**  
How To Leave  
Effective Voicemails  
for Leads & Clients  
page 3

**PART 2**  
The Winning  
Voicemail Formula  
page 7

**PART 3**  
21 Voicemail Scripts  
for Lead Follow-Up  
page 9

**PART 4**  
7 Tips From  
Experienced Real  
Estate Agents  
page 14

# A Missed Call Doesn't Have To Be A Missed Opportunity

The message you leave after the beep matters – especially when you're calling potential clients.

Reaching the inbox presents a golden opportunity for you to establish your brand, showcase your way of doing business, and offer something of value.

Every point of contact – even one as seemingly small as a voicemail message – is a chance to plant a seed that one day may result in a commission check.

Your contacts' voicemail inboxes likely get plenty of hits from robocall time-wasters and spam from scammers. But that doesn't mean real estate agents should forego this way of following up with and engaging leads.

It's just that standing out among the junk now requires some preparation and skill. That's where this guide comes in.

You're about to get everything you need to leave effective voicemails that get callbacks, including...

- a practical how-to guide
- a trusty script-writing formula
- 21 voicemail scripts for the most common lead follow-up scenarios
- tips from 7 agents who know exactly how to improve response rates

Let's get started!

## PART 1

# How To Leave Response-Worthy Voicemails

Anyone can leave a voicemail message. But there are three essential best practices to follow if you want to nail it like an expert agent and actually get a response from your prospects, leads, and clients.

- Prepare Like a Pro
- Leave an Unignorable Message
- Increase Your Chances of Getting a Response

## 1. Prepare Like a Pro

- **Do Your Research**

Calling a new or old lead can feel nerve-racking, but even just a little bit of preparation is all it takes to provide the confidence you need to succeed. Make sure you have all of the relevant details about your lead (e.g., their name, location, what they're interested in, etc.) and the local housing market close at hand so you can be ready to bring your best, whether they pick up or not.

- **Pause To Prepare**

The best way to avoid sputtering a scattered, rambling message is simply to stop and center yourself. Pause for a moment to ensure you're in the right headspace to leave an outstanding message that's bursting with significance. And do what you need to do to feel energized so that you can convey enthusiasm.

Clear your throat and prepare your voice so you don't ruin a good script by performing it with that raspy, I-just-woke-up sound. How? Rattle off some tricky [tongue twisters](#) or run through some [vocal warmups](#).

### ⚠️ DON'T GET INTO LEGAL TROUBLE

Today there are more than 220 million numbers on the FCC's official [Do Not Call Registry](#) (DNC). If you call numbers on the registry, you could face a fine of up to [\\$40,000](#) for each call.

If you do not have prior express consent to call or text prior to making contact by phone or text, check phone numbers against the DNC registry as well as the DNC list for your brokerage.

## 2. Leave an Unignorable Voicemail

- **Always Leave a Voicemail**

Your prospect or lead needs to connect you with your number so they can call you back and know it's you when you call again. Most of us ignore calls from numbers we don't know.

And second, what you say (or don't say) has a direct impact on whether you'll get a response. If you can get more responses, you'll also get more opportunities to grow your business.

- **Follow a Script**

The goal isn't to sound like a robot. A well-structured script is actually meant to do the opposite – it's meant to help you sound like you. That's why it's important to adapt your scripts to match your brand voice. Memorize them. Record yourself or ask a friend to help you practice to ensure you sound natural while working through the script.

- **Be Relational, Not Salesy**

No one wants to feel like they're being used to boost your bottom line. So be friendly and provide value. Demonstrate that you actually care about them as a person.

- **Sound Confident, Not Desperate**

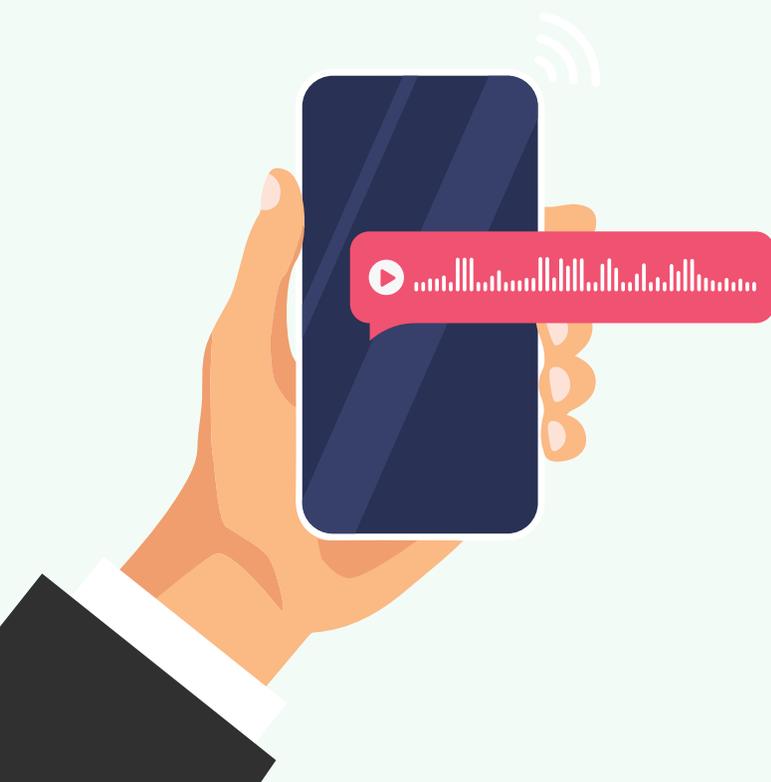
Coming across as desperate for clients is a turn-off for many prospects. Establish trust immediately and make sure they feel like you're the service-oriented expert who can provide what they need.

- **Express Enthusiasm. (Without Overdoing It.)**

Your prospect will often reciprocate your tone. So avoid speaking with a monotone, drab, and lifeless voice. If you're cheerful, excited, and energetic, they'll feel that and respond likewise. That alone is attractive. Make it easy for them to get excited with you.

- **Speak Slowly and Clearly**

Articulation is important. A muddled message is a useless message, and words spoken too quickly get lost. This is where nerves can really mess things up.



So breathe. Slow down. And make your points shine with crystal clarity.

What's the right pace? According to research conducted by [VirtualSpeech](#), a widely-recognized speech training organization, conversational speech falls between 120 to 150 words per minute. Have you ever timed yourself to see if you're leaving a voicemail at an appropriately-conversational pace? Try it and find out!

- **Keep It Short & Simple**

You might have a lot you want to say, but practice restraint. A concise voicemail ensures that your message will be heard in its entirety and won't get ignored. Clear, straightforward messages are more memorable and more likely to be understood than detailed messages that go on and on.

### 3. Increase Your Chances of Getting a Response

- **Call at the End of the Workday**

In general, the morning tends to be the most productive time for people, which means they're less likely to pick up or return your call. But if you wait until evening, you'll either interrupt dinner or downtime. The sweet spot is at the end of the workday when they might be less busy and more likely to return your call.

- **Provide a Call to Action**

What do you want them to do after they hear your message? What's the next step? Tell them plainly. And tell them how they can contact you. As a segue, assume they'll return your call by including lines such as, "Next time we talk, I'd love to tell you more about [x]," or "You'll have to tell me more about [x] when we connect."

- **Follow Through and Follow Up**

Yes, you should always leave a voicemail message, but you should never leave it there. Nurture the lead. [Research](#) indicates that it often takes several touches to generate a conversion. So consider setting up a voicemail series, not to bug them but to 1) demonstrate the value you bring and 2) keep you top-of-mind. (This is where a robust [real estate CRM](#) can set you apart from the rest!)

- **Give Them a Reason To Respond**

- ▶ Share a big win or a quick client success story, implying you can do the same for them.  
(**Example:** "... I recently sold a home in five days – at five percent above asking price! ...")

Share a specific benefit.

(**Example:** "... I'd be happy to put a free comparative market analysis together for you so you'll have a better idea of what your home is worth right now. I think you'll be pleasantly surprised...")

- ▶ Create a sense of urgency.  
(**Example:** "... I just wanted to give you a heads up about a fantastic 3-bedroom bungalow with a nice backyard and some modern upgrades that just listed. I think you'd love it! But homes are typically on market in our area for about three or four days right now, so...")
- ▶ Make a promise.  
(**Example:** "... If you decide to list your property with us, I want you to know that we'll put in our best efforts to ensure you have a smooth and successful selling experience. I've got some creative marketing ideas to share with you too...")
- ▶ Ask a yes-or-no question.  
(**Example:** "... I'm reaching out because I've got some fantastic properties coming up in your preferred area. Would you be interested in receiving exclusive early access to these listings? I can put you on the VIP list...")

- **Test & Optimize Your Messages**

Experiment with different tones, lengths, and calls-to-action. Whenever you get a winning response from a voicemail you left, make a note about what you said so you can know what worked. Over time you'll be able to refine your messages to get even better, more predictable results.

# Need More Leads?

With Market Leader, you can get a guaranteed number of buyer and seller leads from your target areas—every month. The leads you get are exclusive to you, not shared with your competitors. But lead inventory is limited, so check availability today!

[Check Availability](#)

## PART 2

# The Winning Voicemail Formula

There are plenty of tasks on your to-do list that require innovation. But discovering how to leave an effective voicemail doesn't have to be one of them.

The purpose of this section is to break down each of the basic building blocks of a strong message so you can optimize your scripts on a granular level and get callbacks.

First comes an example so you can see the big picture. Then we take out a microscope and examine it piece by piece.



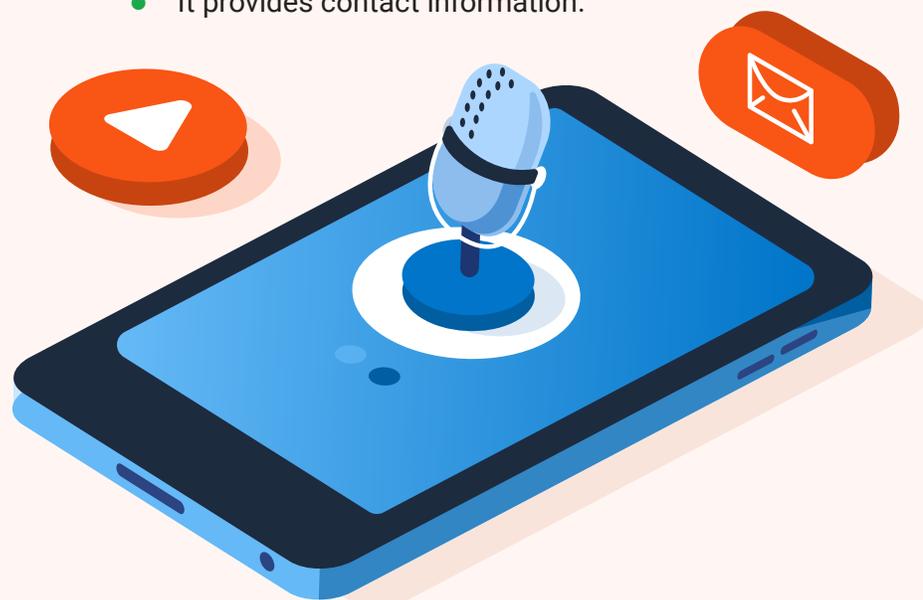
### Example Voicemail Formula:

*Hi, [recipient's name]. It's [your name] with [brokerage]. I'm calling you because [reason]. I'd love to connect with you and talk about [benefit(s)].*

*Please call or text me back at [your number]. Talk to you soon. Bye, [recipient's name].*

### Why This Formula Works

- It's brief and straightforward.
- It clearly states the benefit and provides value.
- It includes a call to action and a reason to call back.
- It provides contact information.



# A Deep Dive Into the Winning Voicemail Formula:

Part of the Script	Commentary	Examples
<b>Salutation</b> <i>"Hi ____"</i>	<p>This is your greeting. Including their name makes it personal and lets them know this voicemail is specifically for them. (If not here, be sure to refer to them by name at least once.)</p>	<p>"Hey, John..."</p> <p>"Good afternoon, Mary"</p> <p>"Howdy, Carl!"</p>
<b>Introduction</b> <i>"It's ____"</i>	<p>Let them know who's calling – share your name and brokerage. The introduction is crucial because they need to know who you are. Plus, it adds the all-important touches of personal and relational connection.</p>	<p>"It's Zoey from Luxury Properties."</p> <p>"This is Frank with Sunshine Realty."</p> <p>"Anita here calling on behalf of Hillcrest Real Estate."</p>
<b>Reason for the Call</b> <i>"I'm calling you because..."</i>	<p>It's important to get to the point because your prospect or lead might not have any idea why you called. So immediately after your quick opening, make it very clear why the call is relevant. If applicable, tie it in to an action they took (e.g., their specific type of inquiry through your website) so they can quickly recall the context.</p>	<p>I'm contacting you in response to your inquiry for the 2345 Main Street listing on my website."</p> <p>"I wanted to reach out because our mutual friend Ralph had mentioned you're interested in putting your house on the market."</p> <p>"I'm calling you today because you downloaded the homebuyer's guide on my website."</p>
<b>Benefit</b> <i>"I'd love to connect with you and talk about..."</i>	<p>The purpose of this is twofold:</p> <ol style="list-style-type: none"> <li>1) It highlights the specific and unique value that you can offer; and</li> <li>2) it gives them a reason to return the call.</li> </ol>	<p>"I've sold many homes in the Sunset neighborhood, and I have some great market analysis resources we can use to help you find the perfect place. I'll tell you all about it when you call back."</p> <p>"I'm interested to hear more about your timeline because I may have a buyer who's interested."</p> <p>"I'd love to talk to you about the homebuyer's guide you downloaded and answer any questions you might have."</p>
<b>Call to Action</b> <i>"Please call or text me back..."</i>	<p>A "call to action" is a simple, clear, and specific directive that tells the recipient what to do. If your call to action is unclear, too soft, or open-ended, you'll only decrease the chances they'll return the call.</p>	<p>I respond quickest through email, so please email me at jack@test.com."</p> <p>"Check out the email I just sent you, and call me back at 555-5555 when you're ready to talk it over."</p> <p>"Call me back as soon as you can so we can get the ball rolling. My number is 555-5555."</p>
<b>Closing</b> <i>"Talk to you soon. Bye."</i>	<p>It might seem insignificant, but a brief closing is yet another small-but-powerful way to ensure that your message feels personal and relational. Like the salutation, this is a great place to use their first name.</p>	<p>"Talk to you soon. Bye, Linda."</p> <p>"Have a great day, Mike."</p> <p>"Looking forward to connecting with you!"</p>

Get prior, express, written consent before texting or using artificial or prerecorded messages. If you do not have prior express consent to call or text prior to making contact by phone or text, check phone numbers against the DNC registry as well as the DNC list for your brokerage.

## PART 3

# 21 Voicemail Scripts for Lead Generation

### The All-Purpose “Winning Formula” Voicemail Script

*Hi, [recipient's name]. It's [your name] with [brokerage]. I'm calling you because [reason]. I'd love to connect with you and talk about [benefit(s)].*

*Please call or text me back at [your number]. Talk to you soon. Bye, [recipient's name].*

### Returning a Missed Call From a Potential Buyer or Seller

#### BUYER

*Hey there, it's [your name] from [brokerage]. Sorry I missed your call! Just wanted to say thanks for reaching out about buying a home. I've got a bunch of awesome options in [neighborhood/area], and I can't wait to help you find your dream home. Call or text me back at [your number] so we can chat more. Looking forward to it!*

#### SELLER

*Hi, it's [your name] from [brokerage]. Saw you called about selling your place—awesome! Let's get together and talk about how I can help you sell fast and at a great price. Call or text me at [your number], and we'll set up a time that works for you. Can't wait to hear from you! Have a fantastic day!*

### New Lead Who Requested Listing Information Via Your Website

#### BUYER

*Hi, [name]. This is [your name] from [brokerage]. I noticed you signed up on my website at [your website's address] and you're looking at homes in [city]. Is this your ideal neighborhood or are you looking in other parts of town? Let me know. If you'd like to view any listings, I can set up a showing so you can view them in person. My number is [number]. Looking forward to hearing from you! Talk to you soon, [name]. Bye!*

#### SELLER

*Good afternoon, [name]. My name is [your name]. I noticed through my website that you're interested in selling your property at [address], and I just wanted to follow up with you, get to know you, and find out how I can help. I'd be happy to walk you through the process and provide all of the information I have about home prices in your neighborhood. Please call me back at [number]. Have a great day, [name].*

## Cold Calling

### BUYER

Hi, **[first name]**. This is **[your name]** with **[brokerage]**. I was curious if you were aware that homes in **[neighborhood/area]** are now becoming more affordable than they have been in the last few years.

If you're interested in buying a home, my website, **[website address]**, is a great place for home searching because it has listings that are more reliable and up-to-date than Zillow.

I can also handpick listings you might be interested in and send them your way. I'd just need to know more about what you're looking for.

If that's something you want to explore, call or text me at **[your number]**. Looking forward to hearing from you, **[first name]**. Take care!

### SELLER

Hi! This is **[your name]** with **[your company]**. I noticed that you live in **[neighborhood/area specified]**, which is where I've been helping families buy and sell for **[number]** years now. I was wondering if you've given any thought to selling your home in the near future.

If so, I can definitely offer some valuable insights and resources, including a free home valuation so you have an idea of what your home might be worth. Call or text me back at **[your number]** to schedule a kickoff meeting.

## New Lead Who Requested a CMA Through Your Website

### BUYER

Hello, **[name]**. This is **[your name]** following up with you regarding the market analysis you requested from **[website address]**. I'm interested to learn more about what you're looking for, and there are some great resources I'd like to send your way. Feel free to call me at **[number]**, or you can simply email me some days and times that work best for you for us to connect. My email address is **[your email address]**. Thanks! I look forward to meeting you, **[name]**. Bye.

### SELLER

Hi, **[name]**. This is **[name]** from **[brokerage]**. You recently requested a comparative market analysis on my website, **[website address]**. Give me a call or text me at **[number]** if you want a more accurate idea of how much your home is worth or if you have any questions. Have a wonderful day, **[name]**! Bye.

## New Buyer Lead from a Listing Portal

Hi, **[name]**. This is **[your name]** with **[brokerage]**. Thanks for reaching out to me through **[portal name]**! I'm very familiar with **[neighborhood/area specified]** and I have a lot of insider knowledge about the market here that I'd be happy to send your way. Give me a call back so we can talk about what you're looking for and schedule some showings. You can reach me at **[number]**. Thanks again. Have a great day, **[name]**. Bye.

## Responding to a Facebook Ad Lead

### BUYER

Hi, **[first name]**! My name's **[your name]**, and I'm calling you because I received a Facebook notification that you were interested in buying a home in **[neighborhood/area specified]**. Thanks for reaching out!

I can't wait to help you find your dream home. We have some fantastic properties available right now, and I'd love to share more details with you.

Let's set up a time to chat about your preferences and needs. Give me a call back at **[your number]**. I'm here to make the process easy and enjoyable for you.

Looking forward to connecting and helping you on this exciting journey of finding the perfect home. Talk to you soon! Have a wonderful day!

### SELLER

Hey, **[first name]**. This is **[first name]** from **[company]**. You responded to one of our Facebook ads about selling your home, and I wanted to follow up with you to learn more about your situation.

Good news: The current median listing price in **[neighborhood/area specified]** is **[\$x]**. To give you a bit of context, that's **[x]**% higher than it was in **[comparison year (e.g., 2020)]**. Amazing, right?!

I would love to give you a detailed comparative market analysis so you can get an accurate idea of what your home's current market value is. (Don't be surprised if it's much higher than you expected!)

The first step is to schedule a quick 15-minute introductory meeting, so shoot me a text at **[your number]** or email me at **[your email address]** with some days and times that work best for you and we'll capitalize on this hot market! I'm so glad you reached out! Have a great day!

Get prior, express, written consent before texting or using artificial or prerecorded messages. If you do not have prior express consent to call or text prior to making contact by phone or text, check phone numbers against the DNC registry as well as the DNC list for your brokerage.

# Get Clients From Facebook Leads Without Doing Any of the Work!

With Network Boost, Market Leader's digital marketing experts will generate 40+ Facebook & Instagram leads in your preferred areas every month for just \$350. We'll do your Facebook lead generation for you so you can save time and money.

[Learn more](#) 

## FSBO Scripts

### SCRIPT 1

Hello, **[name]**! I'm calling about the home that's been for sale for **[number of months]**. I'm curious to know more about the situation, and I would love to meet with you so we can talk about how to connect with serious buyers. I actually have a few buyers looking on your street. Let me know either way at **[phone number]**. Talk to you soon! Bye, **[name]**.

### SCRIPT 2

Hi, **[name]**. This is **[your name]** with **[brokerage]**. I just wanted to reach out to you to ask how selling the property at **[address]** is going. I noticed it's been listed for a while now, which surprised me because my listings in that area usually don't last long. I'd love to share some ideas with you that have worked well for me in the past. I'm free for a quick call on Thursday after 4 p.m. Let me know if that works for you. My number is **[number]**.  
Thanks, **[name]**. Have a good evening!

## Re-Engaging Cold Leads

### BUYER

Hey, **[name]**! It's **[your name]**. I just sold a **[type of home]** in **[area/neighborhood]**, and it reminded me of when we were looking for homes in that area a while back. Are you still interested in moving? Just wanted to reconnect and check in to see if I can help you in any way at all. Hope you're doing well. My number is **[number]**. Talk to you when you call back. Bye.

### SELLER

Hi, **[name]**! It's **[your name]**. I was just looking over the recent home sale prices in your area, and you came to mind. And by the way, if you're still interested in selling, I thought maybe you'd like to know the updated value of your home. I think it'll surprise you in a good way. And hey, let's reconnect! My number is **[number]**. Looking forward to hearing from you!

## Connecting With a Referral Lead

### BUYER

Hey, **[name]**. I hope you're doing well. I'm **[your name]** with **[brokerage]**, and I got your name from **[referrer's name]**, who I know because we **[share the connection]**. **[She/He]** mentioned that you're interested in purchasing a home. You'll have to tell me more about what you're looking for. I'd be happy to answer any questions you might have. Give me a call at **[number]** when you can. I'm excited about this! Have a great day, **[name]**.

### SELLER

Hi, **[name]**. You were referred to me by **[referrer's name]**. As **[she/he]** might have told you, I'm a local real estate agent and I specialize in your neighborhood, so I have a lot of really specific information about your particular market and the entire selling process. When it comes to selling, it's always my goal to **[your "elevator speech"]**. I'll tell you more about all that when you call back. My number is **[number]**. Looking forward to connecting!

## Owner of an Expired Listing

Hi! I'm **[name]** with **[brokerage]**. I'm calling about the home you were trying to sell on **[address]**. I wanted to reach out to learn about what went wrong with your listing. I've actually helped several sellers in your neighborhood get offers after bringing their houses back on the market using my **[marketing strategy/program]**. It'll take just a quick walkthrough of your house to go over what I can do differently from your previous agent. My Friday afternoon is open. Give me a call at **[number]**.

## "Last Call" Message to Unresponsive Leads

### BUYER

Hey there, it's **[your name]** from **[brokerage]** again. I hope everything's alright on your end.

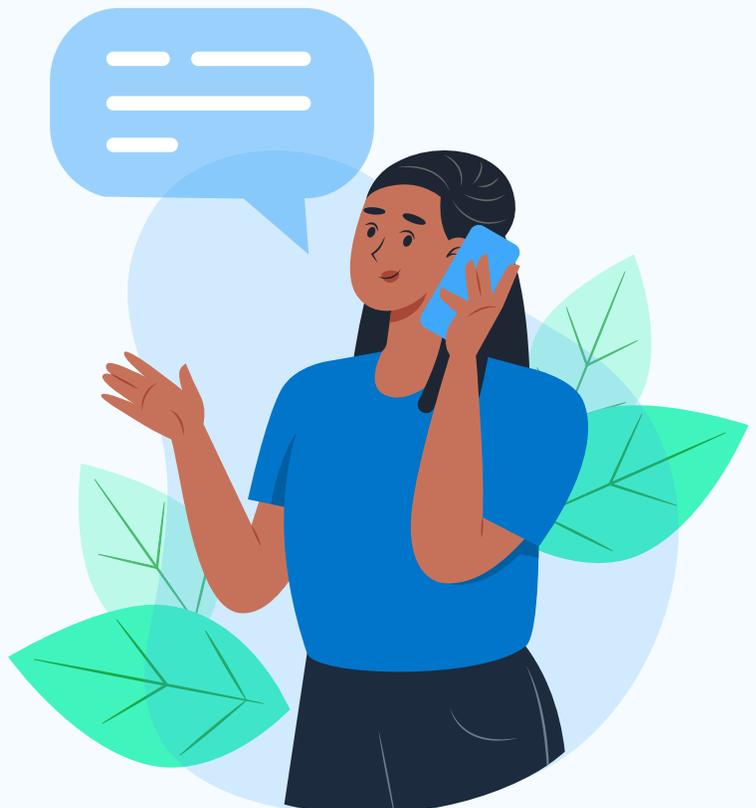
I've tried reaching out a few times – don't want to bother you. Life can be busy and maybe you've moved on or explored other options.

However, if you're still in the market for a new home or have any questions about the buying process, I'm here to help. Just give me a call at **[your number]** or shoot me a text. Even if you've changed your criteria, I can adapt and find properties that match your new preferences.

If you ever need help with real estate matters in the future, I'll be there for you. Take care and have a great day!

### SCRIPT 2

Hello, **[first name]**. This is **[your name]** with **[brokerage]** again. I hope all is well! I was wondering if you were still considering selling your home. If not, know that you can always reach out to me when the time comes. Wishing you all the best.



Get prior, express, written consent before texting or using artificial or prerecorded messages. If you do not have prior express consent to call or text prior to making contact by phone or text, check phone numbers against the DNC registry as well as the DNC list for your brokerage.

## PART 4

# Tips From Experienced Agents

### Be Intentional

"Dial with intention and purpose. Offer something of value and come from a place of service. Be friendly and have good energy. Tone is everything!"

**Beth A., Bellevue, WA**

### Give a Reason to Call Back

"Know your audience. I like to let them know who I am and I'm very transparent: Who I am, why I'm calling, and I give them a reason to call me back."

**John M., Fair Oaks, CA**

### Be Specific

"I tell them why I am calling, who I am, where I'm from, what services I can provide, and how they can reach me when they are interested (call, text, or email). And I always recommend they visit my website."

**Diana D., Kenosha, WI**

### Be Consistent & Persistent

"Be consistent. I tend to do 12 touches in a month and then continue touches on drip campaigns for life. Develop a clear message, always provide value or promise value, and smile while you're talking."

**Jill T., Livermore, CA**

### Leave a Genuine CTA

"I give some information and ask them to call me if it's of interest to them. I don't want to trick people into calling me back."

**Tony L., Valencia, CA**

### Be Yourself

"Just be yourself. Follow-up with a text message, letting them know your availability to chat. Make it simple, informal, and sincere."

**Debe M., Charlotte, NC**

### Do Trial and Error

"If the person does not pick up, I will call back after normal work hours. Most folks won't want to pick up if they are at work. If a second call is needed, I call after 5 p.m. If a third call is needed, that comes the next day. Then maybe a call on the weekend. It becomes a trial and error thing."

**Peter M., Miramar Beach, FL**



## What Is Market Leader?

Market Leader has been a pioneer in lead generation and contact management systems since 1999. Our mission is to make life-long customers through outstanding products, leads, and customer support.

Educating agents how to get and convert more leads is also a core part of what we do. Discover additional resources from Market Leader:

- [Find Answers, Get Tips, & Learn Best Practices](#)
- [Get Free Tools To Help You Build Your Business](#)
- [Download Free Scripts, Templates, & Guides](#)

### Get Everything You Need In One System

Market Leader Pro offers a robust CRM system, a customizable IDX website, a marketing design center, and expert-level training and support.

[Learn More](#)

### Get the System Built for Real Estate Teams

Market Leader Teams is the all-in-one system that empowers small teams to thrive with collaborative task management tools, a shared contact database, and more!

[Learn More](#)

### Get (Exclusive) Online Real Estate Leads

Our team of digital advertising experts can bring you a minimum number of exclusive buyer and seller leads from your desired areas each month. Guaranteed.

[Learn More](#)