
Real Estate Lead Calling Script Template

Copy-ready scripts for buyers, investors, sellers, referrals and voicemail, with objection replies and WhatsApp follow-ups.

How to use this template

- Replace anything in **[brackets]** with the lead's details before you dial.
- Use the scripts as a guide, not a speech. Listen to the answers and let them steer the call.
- Aim for one clear next step on every call: a viewing, a shortlist, a valuation or a follow-up date.
- Contact leads on WhatsApp or text only after they have agreed to it, and always honour a request to stop.

1. Quick Template

Use this when you need a fast, natural opening for any online enquiry.

"Hi [Name], this is [Your Name] from [Company]. You recently enquired about [property/area]. Are you looking to buy to stay, or to invest? Which area are you considering, and do you have a budget range in mind? Great, I'll shortlist a few options that match. Would today or tomorrow be better for a quick chat?"

2. The 6-Step Lead Calling Script

Aim to make first contact within five minutes of the enquiry where possible, while the property or advertisement is still fresh in the lead's mind.

Step 1: Start with a natural introduction

"Hi [Name], this is [Your Name] from [Company]. You recently enquired about [property/area/property type], so I wanted to follow up and see what you're currently looking for. Is now a convenient time for a quick chat?"

Step 2: Find out what they actually need

Ask before you describe any property. You do not need every question on one call. Pick the ones that fit.

Buyer questions (location, budget, requirements, timeline)

- "What areas are you currently considering?"
- "What type of property are you looking for?"
- "Do you already have a budget range in mind?"
- "When are you hoping to buy?"
- "What matters most: location, price, space or facilities?"
- "Is this for your own stay or for investment?"

Seller questions (motivation, expectation, timing)

- "What made you start considering selling?"
- "Are you planning to sell soon, or still exploring your options?"
- "Have you had a recent valuation on the property?"
- "Is there a particular price you are hoping to achieve?"
- "What would you ideally like to happen after the property is sold?"

Step 3: Connect their needs to something useful

Buyer: “Based on what you’ve shared, I can narrow the search to properties around [area] that fit your budget and size. That saves you scrolling through listings that don’t match.”

Early-stage buyer: “I can keep you updated when suitable properties come up in that area, so you don’t have to monitor the market yourself.”

Seller: “The first useful step is probably understanding what similar properties nearby are asking and actually selling for. From there we can work out a realistic pricing strategy.”

Step 4: Handle “I’m just looking” without being pushy

“That’s completely fine. Are you mainly exploring different areas at the moment, or have you already narrowed it down to a few locations?”

Or: “No problem. I’ll keep it simple and only share properties that closely match what you’re considering. What type of property have you been looking at?”

Step 5: Handle common objections

See the objection reply table in section 3.

Step 6: Turn the conversation into a clear next step

“Based on what you’ve told me, I’ll shortlist a few suitable options. We can have a quick discussion once you’ve looked through them. Would today or tomorrow be better?”

Viewing: “Would you prefer to view during the week or over the weekend?”

Seller: “I’ll prepare a comparison of similar properties in your area, then we can talk about pricing. Would that be useful?”

Appointment (either-or close): “Are you more available Tuesday at 3:00 PM or Thursday at 11:00 AM?”

Give an easy either-or choice. “When are you free?” tends to get ignored.

3. Objection Replies

Lead says	Reply	Why it works
"I'm not ready yet"	"That's fine. Do you have a rough idea of when you might start looking more seriously?" Then: "I'll check in closer to that time and send you any useful market updates."	Gets a timeline and a legitimate reason to call again.
"Just send me the information"	"Sure, I can do that. Before I send anything, can I quickly check what location and budget you're considering, so I don't send you irrelevant properties?"	Turns a brush-off into qualification.
"I'm already speaking with another agent"	"Understood. If you're already being properly assisted, that's good. If you ever want additional market information or a second perspective on an area, I'm happy to help."	Respects the existing relationship and keeps the door open.
"The price is too high"	"I understand. Is it above your overall budget, or does it feel high compared with other properties you've seen in the area?"	Separates affordability (needs a cheaper shortlist) from perceived value (needs comparable data).

4. Buyer and Investor Script (Facebook and Website Enquiries)

The call flow used by the Juwai IQI team for buyer and investor leads who register through Facebook or a property website. Built for cross-border enquiries, where location, currency and contact channel need to be confirmed early.

Step	What to say	Notes
Open	"Hello, may I please speak with [Name]? I'm calling from Juwai."	Confirm you have the right person
Context	"Previously, we received your registration from Facebook / our website, indicating your interest in [Country] properties. I would like to follow up with you quickly."	Reference the source of the lead
Q1: Location	"Are you looking for [City]?"	Confirms location and filters everything after it
Q2: Purpose	"Are you looking for own stay or to invest?"	Changes the advice and properties you recommend
Q3: Property type	"Would you prefer a single house or an apartment?"	
Q4: Bedrooms	"How many bedrooms would fulfil your requirements?"	If available
Q5: Budget	"What is your budget, and in what currency?"	If available. Currency matters for international buyers
Thank you	"Thank you for your time."	
Contact preference	"May I know which method of contact you prefer: phone, WhatsApp or email?"	Always ask before assuming a channel
WhatsApp consent	"Is it okay if we use WhatsApp to stay in touch with you?"	WhatsApp is a major contact method in Malaysia and Singapore

Highlighted rows are the two must-ask items: the location and the preferred contact method.

Why this order works

Location comes first because it filters everything else. Purpose comes second because an investor and an owner-occupier need different recommendations, even for the same property. Property type and bedrooms narrow the shortlist. Budget comes last because it is the most sensitive question, and people answer it more willingly once they see your questions are focused and relevant.

The 5-Question Buyer Qualifier

Location, Purpose, Property type, Bedrooms, Budget. If you can answer all five by the end of the call, you have enough to send a shortlist that actually matches. If you only get two or three, record what you have and use the rest as the reason for your next follow-up.

5. Scripts by Lead Type

Referral or sphere-of-influence script

Goal: borrow trust from a known connection and keep the pressure at zero.

“Hi [Name], it's [Your Name] from [Company]. [Referrer] suggested I get in touch, and they mentioned you might be thinking about [buying / selling / investing]. There's no pressure at all. I'm just curious what your plans look like over the next year. Is now a good time for two minutes?”

Mention the referrer in the first sentence. It is the reason the person stays on the line.

Expired listing or for-sale-by-owner (FSBO) script

Goal: find out why the previous attempt did not work, without pitching.

“Hi [Name], I noticed your property in [area] [is no longer listed / is being sold privately]. I'm not calling to pitch you. I'm curious: if the right buyer came along at the right price, are you still open to selling? And what do you feel hasn't worked so far?”

Listen for pricing, presentation or marketing problems, then offer a brief market comparison rather than a presentation.

Voicemail script (under 20 seconds)

“Hi [Name], this is [Your Name] from [Company]. You asked about [area]. I have a couple of options that match, and I'll WhatsApp you the details now. You can also call me back on [number] if you'd like a quick chat.”

One reason to call back and one way to do it. Long voicemails rarely get returned.

Short script for high enquiry volume

Working through 30 enquiries in an afternoon? The six steps compress into three moves.

Move 1, Open: “Hi [Name], this is [Your Name] from [Company]. You recently showed interest in [property/area], so I wanted to quickly check if you're still exploring properties at the moment.”

Move 2, Qualify (if yes): “Great. Which areas are you considering, and what type of property?”

Move 3, Close: “Got it. I'll shortlist a few options based on that rather than sending you random listings. Once I've picked them, we can have a quick discussion. Would today or tomorrow work better?”

6. WhatsApp and Text Follow-Up Templates

Send these only if the lead has agreed to be contacted on that channel. Keep messages short, with one question each.

RIGHT AFTER THE CALL

“Hi [Name], [Your Name] from [Company]. Thanks for chatting just now. Here are 3 options in [area] that fit your [budget / bedroom] needs: [links]. Which one would you like to view first?”

IF THEY DID NOT PICK UP

"Hi [Name], this is [Your Name] from [Company]. You enquired about [property/area] earlier. I tried calling but missed you. Would you prefer a quick call this evening, or should I send the details here first?"

WHEN SOMETHING RELEVANT COMES UP

"Hi [Name], a new unit came up in [area] that's close to the requirements you mentioned. Thought it was worth showing you. Would you like the details?"

7. After-Call Log

Record these after every call so your next follow-up is specific, not generic.

- ☐ Preferred location
- ☐ Budget and currency
- ☐ Property type and bedrooms
- ☐ Buying, investing or selling purpose
- ☐ Expected timeline
- ☐ Objections raised
- ☐ Preferred contact method and WhatsApp consent
- ☐ Agreed next action and follow-up date

Good scripts sound like conversations. Understand what the lead needs, share something relevant, follow up when you say you will, and make the next step easy. Read the full guide at iqiglobal.com/blog.