

ONE

67 TEXT MESSAGE TEMPLATES

THAT GET REPLIES FROM
REAL ESTATE LEADS

Get more replies from
your buyer, seller, cold, and
referrals leads via text message



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CHAPTER ONE

Why Text Messages?

Benefits of Text Messaging

1. 90%+ open rates

In general, text messages have much higher open rates (90% or more), compared to emails (~20%).

2. Are typically read within 90 seconds

Not only are text messages more likely to be opened by a recipient, but they are also read within a short period after being received – due to notifications on mobile devices.

3. Are read 5 times more often

Text messages are 5 times more likely to be read than emails.

4. Track text messages

Text messages create a historical log, so you can keep track of your conversations and refer to previous texts when needed.

5. Enhance client experience

Some consumers prefer communicating via text message, so using it could create a more enjoyable experience for your client.

CHAPTER TWO

Text Messaging Tips That Increase Replies From Leads

When Creating Text Messages

1. Have a goal

You should have a reason to text message a lead and a goal you want to accomplish. Keep it in mind when creating your text messages. Typically, your goal will be to elicit responses from your leads so that you can have conversations. You can accomplish this goal by focusing on scheduling a call, video call, or in-person meeting, referring to an email or content on your website, offering to send helpful content (like market reports), etc.

2. Personalize

Use the lead's name so they know the text message is intended for them - especially for the initial text message. Additionally, do not send mass texts.

3. Introduce yourself

In addition to the lead's name, you should also include your first and last name in the text message –especially for the initial text. When applicable, include the method used to procure their information, like via your website, from a friend.

4. Provide value

You can increase your chances of getting a response from your leads by providing value in our text messages. Consider your leads' goals and challenges, and the information they'd need to accomplish their goal and overcome their challenge.

5. Use a call-to-action

Another way to increase your chances of eliciting a response from your lead include a call to action in your text message. Your call to action can provide the next step you want the lead to take, it can be a question, etc.

6. Include a link

When appropriate, such as referring to a listing, news article, or document, include a link that includes more information related to your text message.

7. Create a sense of urgency

Create a sense of urgency in your text messages by communicating scarcity, using deadlines, and more. This also increases your chances of getting a reply and motivates them to act sooner rather than later.

8. K.I.S.S. (keep it short & simple)

Text messages should be concise and easy to read. Ideally, your text message should be 1 to 4 sentences –at most. There aren't many situations where you'll need to send text messages longer than that.

9. Proofread

Review your text messages to ensure there aren't any spelling or grammar errors and that all the information is accurate –including the phone number. If your text message includes errors or the wrong information, you could lose credibility.

When Sending Text Messages

1. Be mindful of your leads

A lead is more likely to respond to a text according to their schedule -the day and time they receive it. Does your lead work a typical 9-5 job? Do they attend church Sunday mornings? Could they be eating dinner? Consider your lead's schedule and send text messages when they're most likely available and aren't busy.

2. Don't over text message

Text messaging too much can be a turnoff. So don't worry if you haven't received a reply immediately after sending a text message. Be patient. Wait at least 12 hours to send your next text message to them. If you've sent 5 text messages without a reply, kindly let the lead know you are available whenever they are ready to chat. Then wait a week or so to send a text to check in with them. If they don't reply, mark them as a cold lead and move on.

3. Conversations

Some conversations aren't ideal for text messaging –especially lengthy ones. Use your discretion to choose the appropriate channel to communicate your message. Sometimes you might have to use all 3 –text message, call, and email.

For example, you email 3 listings to your lead Saturday morning, then text message them for their feedback but they don't reply. After waiting an hour, you call them (because it's urgent –you're in a hot market) and they answer. Then you can refer to the text message and listings in the email.

4. Follow the law -don't spam

Since text messages need to be personalized, spamming them will decrease your chances of getting a reply. Additionally, sending unsolicited text messages is illegal -[Telephone Consumer Protection Act](#). Acquiring a phone number via lead capture forms, then text messaging them is not illegal because the lead gives consent.



CHAPTER THREE

Text Message Templates for General Leads

1. Answer Questions

Hey **[lead's first name]**, this is **[your first name]**. I just received a notification that you register on my website, **[your website]**—thank you! Let me know if you have questions or if there's anything I can help you with.

2. Offer Help

Hi **[lead's first name]**, this is **[your first name]**. I appreciate you for signing up on my website, **[your website]**. Is there anything specific about your real estate that I can help you with today? Let me know!

3. Offer Useful Content

Hey **[lead's first name]**, this is **[your first name]**. Thank you for you signing up on my website, **[your website]**. Would you like me to send you a market report? Most of my clients find it very helpful. Let me know!

4. Offer Useful Content 2

Hey **[lead's first name]**, this is **[your first name]**. Thank you for you signing up on my website, **[your website]**. Would you like me to send you a home seller guide? Most of my clients find it very helpful. Let me know!

5. Schedule a Call

Hey **[lead's first name]**, this is **[your first name]**. Thanks for signing up on my website, **[your website]**. Since we're in a fast-paced and hot market, I'd love to chat with you today. When's the best time to call you?

6. For After a Missed Call –Schedule a Call

Hey **[lead's first name]**, this is **[your first name]**. I appreciate you for registering on my website, **[your website]**. I tried to call you a few times today but got your voicemail. When's the best time to call you today?

7. For After a Missed Call –Communication Preference

Hey **[lead's first name]**, this is **[your first name]**. I appreciate you for registering on my website, **[your website]**. I tried to call you a few times today but got your voicemail instead. Do you prefer text? Let me know!

Text Message Templates for Homebuyer Leads

Request a Showing of a Property

8. Additional Listings to View

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you'd like to view **[property address]**. Let me know if there are other listings that you'd like to view in the area so I can arrange a showing for you. Looking forward to hearing back from you!

9. Additional Zip Codes to Search

Hi **[lead's first name]**, this is **[your first name]**. I appreciate you for requesting a showing for **[property address]** on my website, **[your website]**. Are you only looking for homes in **[property zip code]** or are there other zip codes too? Let me know so I can arrange a showing for you.

10. View a Hot Listing

Hi **[lead's first name]**, this is **[your first name]**. Thanks for requesting a showing of **[property address]** on my website, **[your website]**. This is a hot listing and will be off the market quickly. Would you be able to make an offer if we viewed it today? Let me know so I can arrange a showing.

11. View a Hot Listing –Status Check

Hi **[lead's first name]**, this is **[your first name]**. I just received an alert on my website, **[your website]**, that you'd like to view **[property address]**. If we were to view it today, would you be able to make an offer? Let me know so I can arrange a showing for you.

12. View a Colleague's Hot Listings –Status Check

Hi **[lead's first name]**, this is **[your first name]**. I just received an alert on my website, **[your website]**, that you'd like to view **[property address]**. I know the listing agent and they already have some offers, but they're still collecting them and will decide soon. If we were to view it today, could you make an offer? Let me know so I can arrange a showing for you.

13. View Similar Hot Listings –Status Check

Hi **[lead's first name]**, this is **[your first name]**. I just received an alert on my website, **[your website]**, that you'd like to view **[property address]**. I'm just curious -if we were to view it today, could you make an offer? If not, I know of similar properties in the area that will be available soon. Let me know so I can arrange a showing for you.

Request a Consultation

14. Home Search Length

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you'd like a consultation. How long have you been searching for your new home in **[your area]**?

15. Meeting Preference

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you'd like a consultation. Do you prefer to meet in person at my office or by phone later today?

16. Recommend a Call Time

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]** –I'm excited to chat with you to see if we're a good fit for each other! I will call you later today at around 5P, if that works for you. If not let me know when. Talk to you soon.

17. Schedule a Call

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]** –I'm excited to chat with you to see if we're a good fit for each other! When's a good time to call you today?

18. Schedule a Call -Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]**. You're probably aware that we're in a very competitive market, so it's important that we chat ASAP. Can you talk now to touch bases or is this evening better?

19. Schedule a Call After a Missed Call -Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]**. I just called you to touch bases but received your voicemail. As you may know, we're in a very competitive market –so it's best that we chat ASAP. Can we chat this even at 5P?

Downloaded Content

20. Answer Questions

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. Please let me know if you have any questions about it, the buying process, current market trends, or anything else real estate. Hope to connect with you soon!

21. Answer Questions via Call or Text

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the guide on my website, **[your website]**. This guide is full of great information, but it can be overwhelming. So, feel free to call or text me if you have any questions. Hope to hear from you soon!

22. Offer to Chat to Breakdown the Guide

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the guide on my website, **[your website]**. This guide is full of great information, but it can be overwhelming. So let me know if you'd like to chat and I can break it down for you. Hope to connect with you soon!

23. Offer Tips and Advice

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. If you're interested, I'd love to offer you some useful tips and advice about buying. Let me know!

24. Call or Meet to Walkthrough the Guide

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. I know some parts of it can be overwhelming or complex. So let me know if you'd like to schedule a call or a meeting and I can walk you through it. Thank you!

25. Offer Additional Content

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. Would you like me to share my most current market report with you? Most of my clients find it useful. Let me know!

26. Schedule a Call-Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. As you may know, **[your area]** is very competitive –so if you're serious about buying this year, we should chat ASAP to get you prepared for your house hunt. Will you be available for a call around 5P?

Used Marketing Tools

27. Saved a Home Search

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for using my website, **[your website]** to search for your new home! I was wondering, are you only looking in **[your area]**, or are there other neighborhoods you are interested in? Please let me know and I can send you listings in areas that haven't been listed yet!

28. Saved a Home Searches –Different Areas

Hi **[lead's first name]**, this is **[your first name]**. Thanks for using my website, **[your website]** to searches for your new home! I noticed you saved a couple of search in different areas and was wondering how you prioritize them. Let me know!

29. Saved a Home Searches –Different Criteria

Hi **[lead's first name]**, this is **[your first name]**. I appreciate you for using my website, **[your website]** to search for your new home! I noticed you saved a couple of searches with different criteria. Ideally, what features do you want your new home to have? Let me know!

30. Saved Listing

Hi **[lead's first name]**, this is **[your first name]**. I noticed you saved a listing on my website, **[your website]**. If you'd like, I can send you homes that are similar –even ones that aren't listed yet. Let me know!

31. Saved Listings –Different Areas

Hi **[lead's first name]**, this is **[your first name]**. Thanks for using my website, **[your website]** to search for your new home! I noticed you saved a couple of listings in different areas and was wondering which area you prefer. Let me know, and I can send you listings in those areas.

32. Saved Listings –Different Criteria

Hi **[lead's first name]**, this is **[your first name]**. I appreciate you for using my website, **[your website]** to search for your new home! I noticed you saved a couple of listings with different criteria. Ideally, what features do you want your new home to have? Let me know!

Cold Leads

33. Check In

Hi **[lead's first name]**, this is **[your first name]**. I just wanted to check in with you to see if you are still looking to buy a home in **[your area]**. Let me know!

34. Check In 2

Hi **[lead's first name]**, this is **[your first name]**. I haven't heard from you in a while and was wondering if you were still in the market for a new home. I'd love to chat with you if you are. Let me know!

35. Update

Hi **[lead's first name]**, this is **[your first name]**. I hope you're doing well! I was wondering if you were still interested in purchasing a home. Please let me know if you are, so I can update your preferences. If not, I can stop sending you listings. Let me know!

36. Final Check In

Hi **[lead's first name]**, this is **[your first name]**. I hope you're doing well! I was wondering if you were still interested in purchasing a home. Please let me know if you are, if not –feel free to reach out to me when you are ready. Wishing you all the best.

Referrals

37. Introduction

Hi **[lead's first name]**, this is **[your first name]** with **[your company]**. I spoke with **[referral source's full name]** recently and they mentioned you were in the market to buy a home. Are you still interested? Looking forward to hearing from you!

38. Introduction + Schedule a Call

Hi **[lead's first name]**, this is **[your first name]** with **[your company]**. I spoke with **[referral source's full name]** recently and they mentioned you were in the market to buy a home. If you are, I'd love to schedule a time for a quick chat about your preferences. Please let me know when you are available. Looking forward to hearing from you!

39. Request From Past Client

Hi **[client's first name]**, this is **[your first name]**. Other than yourself, do you by chance happen to know anyone who could be looking to buy real estate that you might want to refer to me? I would really appreciate you for sharing their information. Keep me posted please!

Text Message Templates for Home Seller Leads

Request a Consultation

40. Home Sale Length

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you'd like a consultation. How long have you been considering selling your home?

41. Ideal Move Out Date

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you've requested a consultation. I was wondering about your ideal move-out date. Let me know!

42. Meeting Preference

Hi **[lead's first name]**, this is **[your first name]**. I just received a notification from my website, **[your website]**, that you've requested a consultation. Would you prefer to meet in person at my office or by phone later today?

43. Recommend a Call Time

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]**. I will call you later today at around 5P, if that works for you. If not let me know when. Talk to you soon.

44. Schedule a Call

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]** –I'm excited to chat with you to see if we're a good fit for each other to sell your home! When's a good time to call you?

45. Schedule a Call -Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]**. You're probably aware that interest rates are rising, so we must chat ASAP. Can you talk now to touch bases or is this evening better?

46. Schedule a Call After a Missed Call -Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a consultation on my website, **[your website]**. I just called you to touch bases but received your voicemail. As you may know, interest rates are rising –so we should chat ASAP. Can we chat this evening at 5P?

Downloaded Content

47. Answer Questions

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. Please let me know if you have any questions about it, the sales process, current market trends, or anything else real estate. Hope to connect with you soon!

48. Answer Question via Call or Text

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading my home selling guide on my website, **[your website]**. It's full of great information, but it can be overwhelming. So, feel free to call or text me if you have any questions. Hope to hear from you soon!

49. Offer to Chat to Breakdown the Guide

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the selling guide on my website, **[your website]**. This guide is full of great information, but it can be overwhelming. So let me know if you'd like to chat and I can break it down for you. Hope to connect with you soon!

50. Offer Tips and Advice

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. If you're interested, I'd love to offer you some useful tips and advice for selling your home as well as increasing its value. Hope to hear from you soon.

51. Call or Meet to Walkthrough Content

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. Selling your home can be easy but getting the most value for it be overwhelming or complex. So let me know if you'd like to schedule a call or a meeting and I can walk you through it!

52. Offer Additional Content

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. Would you like me to share **[other content's name]** with you? Most of my clients find it useful. Let me know!

53. Schedule a Call-Urgent

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for downloading the **[content's name]** on my website, **[your website]**. As you may know, **[your area]** interest rates are rising –so if you're serious about buying this year, we should chat ASAP to get you prepared for your house hunt. Will you be available for a call around 5P?

Used Marketing Tools

54. Comparative Market Analysis

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for using the Comparative Market Analysis on my website, **[your website]**. Please let me know if you have any questions about it, the sales process, current market trends, or anything else real estate. Hope to connect with you soon!

55. Comparative Market Analysis + Schedule a Call

Hi **[lead's first name]**, this is **[your first name]**. Thanks for using the Comparative Market Analysis on my website, **[your website]**. I'd love to chat with you about your selling preferences such as your ideal listing price and date. Let me know when you are available so we can schedule a meeting. Thank you!

56. Home Valuation

Hi **[lead's first name]**, this is **[your first name]**. I appreciate you for requesting a home valuation on my website, **[your website]**. Please do not hesitate if you have any questions about it or anything else real estate. Hope to connect with you soon!

57. Home Valuation + Schedule a Call

Hi **[lead's first name]**, this is **[your first name]**. Thank you for requesting a home valuation on my website, **[your website]**. I'd love to schedule a call with you to see how I can best serve you. Does 5PM later this evening work for you? Looking forward to connecting with you!

58. Recently Sold Homes

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for searching recently sold homes in **[area]** on my website, **[your website]**. Let me know if you have any questions about your search or the sales process. Looking forward to hearing from you!

59. Recently Sold Homes + Schedule a Call

Hi **[lead's first name]**, this is **[your first name]**. Thank you so much for searching recently sold homes in **[area]** on my website, **[your website]**. As you may know, home prices are still increasing. So, lets schedule a call to chat about your home's listing price range. When's the best time to call you?

Cold Leads

60. Check In

Hi **[lead's first name]**, this is **[your first name]**. I just wanted to check in with you to see if you are still looking to sell your home in **[your area]**. Let me know!

61. Check In 2

Hi **[lead's first name]**, this is **[your first name]**. I haven't heard from you in a while and was wondering if you were still in selling your home –a home that's similar to yours in your area just closed for **[price]**! I'd love to chat with you about your options before the market cools off. Let me know!

62. Update

Hi **[lead's first name]**, this is **[your first name]**. I hope you're doing well! I haven't heard from you in a while and hoping you update me about your status. Looking forward to hearing from you!

63. Final Check In

Hi **[lead's first name]**, this is **[your first name]**. I hope all is well! I was wondering if you were still interested in selling your home. Please let me know if you are, if not –feel free to reach out to me when you are ready. Wishing you all the best.

Referrals

64. Introduction -Passive

Hi **[lead's first name]**, this is **[your first name]** with **[your company]**. I spoke with **[referral source's full name]** recently and they mentioned you were considering selling your home. I just wanted to touch bases with you to see if you have any questions that I can answer for you. Looking forward to hearing from you!

65. Introduction

Hi **[lead's first name]**, this is **[your first name]** with **[your company]**. I spoke with **[referral source's full name]** recently and they mentioned you were considering selling your home. Are you still interested? Let me know!

66. Introduction + Schedule a Call

Hi **[lead's first name]**, this is **[your first name]** with **[your company]**. I spoke with **[referral source's full name]** recently and they mentioned you were interested in selling your home. If you are, I'd love to schedule a time for a quick chat about your preferences. Please let me know when you are available for a call.

67. Request From Past Client

Hi **[client's first name]**, this is **[your first name]**. Other than yourself, do you by chance happen to know anyone who could be looking to sell their home that you might want to refer to me? I would really appreciate you for sharing their information. Keep me posted, please!

