



THE 2021 VOICEMAIL GUIDE

for real estate professionals

How to create and execute effective voicemail scripts that get callbacks.

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INTRODUCTION

In the past, people used to get excited when they heard their phone ring. “Who could be on the line?” They might ask themselves, “An old friend, perhaps? Maybe an ex who realized and wants to confess that I was right all along?” The mystery of the caller’s identity paired with lower volumes of calls made getting a phone call exciting.

Then people started using caller ID or let the answering machine screen callers. Instead of answering the phone, they check the phone to see if they recognize the name or answer the phone once they recognize the voice on the answering machine.

Nowadays, our phones are constantly bombarded by telemarketers and robocalls, causing many people to ignore calls from unrecognized phone numbers. They’ll say, “If the call is important, they’ll call again or leave a voicemail.” Then, instead of listening to a voicemail, their answering machine transcribes it to text. Instead of returning your call with a call, they reply via text message.

As you can see, and probably have experienced, the tools and consumer behaviors related to voicemail have changed to be less engaging. These changes have made it more difficult to reach people via phone.

In this guide, you’ll learn the structure of an effective voicemail script and the parts that make them successful at getting call backs. You’ll discover best practices for leaving effective voicemails. Then you’ll explore a variety of tips to improve your voicemail strategies and skills. Finally, we’ll share voicemail scripts that you can use or use as inspiration to create your own scripts.

By the end of this guide, you’ll have the knowledge to cultivate your own effective voicemail scripts. Whether you’re reaching out to a buyer or a seller, you’ll have the tools to leave your prospect an enticing voicemail that compels them to call you back.

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I. VOICEMAIL STRUCTURE

To reap all the benefits listed on the previous page, you must have an effective script and best practices to execute it like a pro. Every script worth reciting has structure and includes components that make them successful. In this section, we'll share the voicemail structure so you can use them to develop better scripts.

1. Example of Voicemail Structure:

Hi *[RECIPIENT'S NAME]*, it's *[YOUR NAME]* with *[BROKERAGE]*. I'm calling you because *[REASON FOR CALL]*. I'd love to connect with you to talk about *[BENEFITS FOR RETURNING YOUR CALL]*.

Feel free to call or text me back at *[YOUR PHONE NUMBER]*.

Talk to you soon, bye *[RECIPIENT'S NAME]*.

2. The Voicemail Structure:

Section	Definition	Part of Script	Examples
Salutation	Your greeting. Use their name at least once, ideally during the salutation. This lets the recipient know the voicemail is for them.	Hi <i>[RECIPIENT'S NAME]</i> ,	<ul style="list-style-type: none"> • "Hey Mike," • "Good Afternoon Susan," • "Howdy Linda,"
Introduction	Your information. Use your name and brokerage at least once.	it's <i>[YOUR NAME]</i> with <i>[BROKERAGE]</i> .	<ul style="list-style-type: none"> • "It's Zoey from Luxury Properties." • "This is Frank with Sunshine Realty."
Your Reason for the Call	Your voicemail recipient will probably wonder why a phone number they don't know is calling them, this will let them know that your call is relevant to them, and that you're calling for a specific reason or in response to an action taken by them, and not just cold calling them for a sale.	I'm calling you because <i>[REASON FOR CALL]</i> .	<ul style="list-style-type: none"> • "I'm calling you today because you downloaded the homebuyer's guide on my website." • "I'm reaching out to you in response to your inquiry for the 2345 Main Street listing on my website." • "I'm contacting you because I noticed you did a CMA on my website."
Their Benefits for Returning Your Call	Your voicemail recipient probably doesn't want to waste their time, so sharing the benefits they'll receive from calling you back will ensure it isn't a waste. Plus, it gives them a reason to call you.	I'd love to talk to you about <i>[BENEFITS FOR RETURNING YOUR CALL]</i> .	<ul style="list-style-type: none"> • "I'd love to talk to you about the homebuyer's guide you downloaded and answer any questions you might have." • "Are you only looking for homes in the Sunset neighborhood or are there other areas you're open to?"
Call to Action or Question	Guide your recipient to their next step with a call to action. Alternatively, you can also ask a relevant question that can't be easily answered via email. This nudges them towards a conversation.	Feel free to call or text me back at <i>[YOUR PHONE NUMBER]</i> .	<ul style="list-style-type: none"> • "Feel free to call or text me back at 555-5555." • "Check out the email I just sent you and call me back at 555-5555 when you're free." • "Give me a call or send me a text at 555-5555."
Valediction	Your outro. Not all phones have Caller ID, so leave your phone number to ensure the recipient has the correct information to call you back	Talk to you soon, bye <i>[RECIPIENT'S NAME]</i> .	<ul style="list-style-type: none"> • "Talk to you soon, bye Linda." • "Have a great day, Mike." • "Looking forward to your call Susan."

II. VOICEMAIL BEST PRACTICES

There are a thousand ways to leave an effective voicemail and each of them share common best practices that have been proven to work. Here are the best practices for each segment of a voicemail.

1. Best Practices for Before Leaving a Voicemail:

- **Do Your Research:** If you can, do some research on your prospect before giving them a call. If your CRM tracks their interactions with your website, use that information in your voicemail. For example, if they did a home search or inquired about a specific listing, ask them about the neighborhood they searched or the home features they're interested in.
- **Visualize Success:** Imagine yourself, in detail, leaving the voicemail for your recipient. Then picture them seeing your voicemail, their enjoyment as they listen to it, their face as it forms a smile when they realize it's you calling, and their excitement when they call you back. Visualizing your success will help keep you optimistic and confident.
- **Practice Tongue Twisters:** Before news anchors start a live broadcast, they do mouth exercises like saying tongue twisters to help them with enunciation and to reduce and reduce word mix ups. Before you dial, try saying, "Peter Piper picked a peck of pickled peppers. Did Peter Piper pick a peck of pickled peppers? If Peter Piper picked a peck of pickled peppers, where's the peck of pickled peppers Peter Piper picked?" 5 times fast.
- **Practice and Memorize Your Script:** Since your voicemail will be no longer than 20 seconds, memorizing it shouldn't be difficult. Practice and memorized it before dialing.
- **Prepare Your Voice:** Right when you their voicemail message begins and before the beep, get your body ready. Clear your voice, sit up in your chair, take a deep breathe, and smile.

2. Best Practices for Leaving a Voicemail:

- **Always Leave a Voicemail:** In many cases, a prospect may not answer a phone number they don't recognize. Leaving a voicemail gives the opportunity to associate you with your phone number. If you don't, the prospect may assume you're a telemarketer and will unlikely return your call.
- **Follow Your Script:** Remember the purpose of your call and the goal of your voicemail. Execute your script and adjust it when needed.
- **Don't Be Salesy:** A salesy voicemail can be turn off for many prospects. They want to be helped rather than sold to. Be service-oriented and gain their interest so that they want to schedule a meeting. Then sell your services once you get them on the phone.
- **Communicate Your Enthusiasm:** If your voice is heavy and monotoned, it could lower your prospect's emotions. Instead, your voice should be light and energetic which attracts people. Try to sound excited about the info you're sharing during your voicemail, so your prospect gets excited too.
- **Don't Sound Desperate:** Sounding desperate is a turn off and it repels other people. Instead, try to sound easy going but also create a sense of urgency.
- **Slow Your Speech:** It's natural to speed up your speech when you're nervous, which could make it difficult for the recipient to comprehend your words. Breathe and slow your words.

3. Best Practices for After Leaving a Voicemail:

- **Follow Up:** Do what you say you'll do. If you say you're going to do something during the voicemail, then do it. If you say you'll send them an email or that you'll call back on a later date, then do it.



TIPS FOR IMPROVING VOICEMAILS

Try the tips in this section to see immediate improvements in your voicemail strategy.

1. Tips for Increasing Callbacks from your Voicemails:

- **Call at the End of the Day:** People usually try to get most of their work done by noon, when they're most productive and least likely to answer their phone. By calling towards the end of the day, your call is positioned when they are less busy and more likely to pick up or return your call.
- **If You Have Their Email, Let Them Know You'll Send Them One:** If sending an email is relevant, let your recipient know you'll follow up with one. A follow up email allows you to connect with them through an alternative channel than phone, gives them a reason to call back, and gives you a topic to discuss during the call. Just make sure you let them know which email address you're sending it to.
- **Try Leaving a Voicemail Without Calling:** Apps like [Slydial](#), allows you to bypass calls and go directly to a prospect's voicemail. This method appeals to people who don't like calls they don't recognize and allows you to automate voicemails.
- **Practice Speaking Clearly and Enunciating:** If a prospect doesn't comprehend or understand your words, they won't return your call. Plus, voicemails get transcribed into text on smartphones and you want that text to reflect your words – so speaking clearly is very important. You can practice speaking clearly by using a voice-to-text app (Go to Google Docs, then click on Tools, then Voice typing). If the computer processes your words correctly, you're doing it right.
- **Let the Recipient Know They Can Text You Back:** Some prospects like to exchange text messages before they become comfortable calling. So, letting your recipient know they can text you back relieves them of the anxiety of having to call, what they may see as, a stranger.
- **Use a Voicemail Series Strategy:** Your chances of a callback spike at the third voicemails, so having a three-part voicemail series could increase your callbacks. Each part of a three-part voicemail work together and build off each other. For example, the first call

2. Other Voicemail Tips:

- **Send a Voice Text:** Instead of calling or texting, you could try sending a voice text. Record yourself saying your script, then send it to your prospect via text.
- **Update Your Voicemail Daily, Weekly, or Monthly:** Voicemail greetings – the message a caller hears before the beep if you don't answer – can go stale. Change your voicemail greeting every so often to keep it fresh. Use the seasons, holidays, or other topics.

3. Tips for Improving Your Voicemail Skills:

- Write a script that matches your personality.
- Practice and record yourself saying the script.
- Adjust your script and tone where needed.
- Call your family and friends to practice.

IV. SAMPLE VOICEMAIL SCRIPTS

Use the voicemail scripts to increase your callbacks from real estate prospects.

1. Sending a Follow-up Email

Hi *[RECIPIENT'S NAME]*, it's *[YOUR NAME]* from *[BROKERAGE]*. I'm calling you because *[REASON FOR CALL]*. I'd love to connect with you to talk about *[BENEFITS FOR RETURNING YOUR CALL]*.

Feel free to call or text me back at *[YOUR PHONE NUMBER]*. In the meantime, check out the email I just sent to your *[RECIPIENT'S EMAIL]* email. It has *[DETAILS OF EMAIL]* along with all my contact information. Please take a quick look at it and let me know what you think.

Looking forward to your feedback!

Talk to you soon, *[RECIPIENT'S NAME]*. Bye.

2. New Website Lead

Hi *[RECIPIENT'S NAME]*. This is *[YOUR NAME]* from *[BROKERAGE]*. I noticed you signed up on my website at *[YOUR WEBSITE]* and are 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 and I can set up a showing so you can view them in person – my number is *[YOUR PHONE NUMBER]*.

Looking forward to your feedback!

Talk to you soon, *[RECIPIENT'S NAME]*. Bye!

3. New Website Lead + Follow-up Email

Hi *[RECIPIENT'S NAME]*. This is *[YOUR NAME]* with *[BROKERAGE]*. You signed up on my website at *[YOUR WEBSITE]*. I see you are looking for homes in *[CITY]*.

I just emailed you at *[RECIPIENT'S EMAIL]* with some resources/listings/suggestions to help with your home search.

If you have any questions, please feel free to call or text me back at *[YOUR PHONE NUMBER]*. Give me a call if you at *[YOUR PHONE NUMBER]* if you have any questions.

Have a great day, *[RECIPIENT'S NAME]*!

4. CMA Request on Your Website

Hi *[RECIPIENT'S NAME]*. This is *[YOUR NAME]* from *[BROKERAGE]*. You performed a comparative market analysis on my website, *[YOUR WEBSITE]* a few days ago.

If you want to get a more accurate idea of how much your home is worth or if you have any questions, give me a call or text message at *[YOUR PHONE NUMBER]*.

Have a wonderful day, *[RECIPIENT'S NAME]*! Bye.

5. Cold Buyer Lead or Homeowner

Hi *[RECIPIENT'S NAME]*. This is *[YOUR NAME]* with *[BROKERAGE]*. It's been a while. I just came across a home that I think you'll love and had to reach out to you.

Let me know if you want me to text or email it to your *[RECIPIENT'S EMAIL]* address.

Looking forward to hearing from you, *[RECIPIENT'S NAME]*! Bye.

5. Downloaded a Guide on Your Website

Hi *[RECIPIENT'S NAME]*. This is *[YOUR NAME]* from *[BROKERAGE]*. I noticed you downloaded the *[NAME OF GUIDE]* on my website, *[YOUR WEBSITE]* and wanted to make sure it answers all your questions.

Let me know if you do have questions, I'd be more than happy to answer them for you. You can call or text me any time at *[YOUR PHONE NUMBER]*.

Looking forward to hearing from you, *[RECIPIENT'S NAME]*! Bye.

6. Other Scripts:

"Next time we talk, you'll have to tell me more about X."

"Next time we talk, I'd love to tell you more about X."

"I just sent you an article and I'd love to hear what you think about it."