

Text Messaging Strategies for Agents



Only text consumers who know you. Texting consumers who haven't registered on your website or been introduced to you in some other fashion amounts to "text spam" and is a great way to get your phone number blocked. One exception to this rule is referrals, but only text a referral if you mention the referrer by name and describe your relationship with them.

Start texts with the lead's name. Including your lead's first name at the beginning of your message adds credibility and helps to ensure they'll actually read it. Without using their name, your lead might justifiably assume that the text message they received from an unknown number is spam.

Identify yourself. Another way to avoid having your text messages get treated like spam is to identify yourself by name and company. The template "This is [your first name] with [your company]" works well for this purpose. Identifying yourself in this way is typically unnecessary with older leads who you have already communicated with.

Offer value in your text messages. As with other forms of communication, offering something of value will increase the likelihood that the leads you text will respond positively. For texts to buyers, identify their home preferences and offer to show them listings, in person or electronically, that match their criteria. For texts to sellers, offer a free home valuation or local housing market report to give them an idea of how much their home could sell for.

Create urgency. A text message that says “Some great two-bedroom homes were just added to the local market, and I can help you tour them before other buyers can” is more compelling than one that says “I can help you find local two-bedroom homes.” You can create the same sense of urgency with other timely updates, like offering to share recently-released housing market statistics with your seller leads.

Keep your text messages short. The longer the text message, the less likely it is that you will get a response. There’s no hard and fast limit on how long text messages should be, but 150 characters or less is ideal. It’s often difficult to fit everything into a short text message, so send a longer one if you need to. Succinctly but completely communicating everything you need to say in one message is preferable to sending a short and vague text that could confuse the recipient.

Keep the conversation going. Simply sending a text to your leads isn’t enough; your texts should also entice a response of some kind. Perhaps the best way to do this is to ask a short, simple question. For buyers, this could be “What type of home are you looking to buy?” For sellers, “When are you looking to sell by?” Offering something of value, as discussed above, will also accomplish this.

Templates for Generic Inquiries

Hey it's **[your first name]** from **[your company]**. Sorry I missed you - is calling this number the best way to reach you?

Hello **[first name]**, this is **[your first name]** from **[your company]**. I'm unable to talk right now but will call soon. Need anything in the meantime?

Hey **[first name]**! I just received your inquiry. Are there any questions I can answer for you? I'm available to call, text, or email - whatever works best for you.

Hi **[first name]**, it's **[your first name]** with **[your company]**. Thanks for reaching out! What is your preferred contact method - text, phone, or email?

Templates for Buyer Leads

Generic First Response to Buyer Lead

Hi, it's **[your first name]** from **[your company]**. I received your inquiry. What's the best time to call you back?

Good morning! It's **[your first name]** with **[your company]** - happy to help you find your dream home. What's a good time to call you back?

Hey **[first name]**! This is **[your first name]** with **[your company]**. It's a great time to buy in **[area]** - let me know how I can help with your home search.

Hi, it's **[your first name]** from **[your company]**. Happy to help you find a home. Let me know if you want a copy of my **[area]** housing market report.

Response to Buyer's Request to View Homes

Hi **[first name]**! I see you're interested in **[address]**. Do you have any questions about that property?

Hello **[first name]**! Thanks for contacting me about **[address]**. I'll check if the property is still available and get back to you ASAP. What's the best time to call back and set up a showing?

Good morning, **[first name]**! This is **[your first name]** with **[your company]**. Thanks for inquiring about local properties for sale. Which home would you like to see?

Hi **[first name]**. Thanks for asking about **[bedroom count]**, **[bathroom count]** **[area]** homes for sale. I just emailed you some homes you might like - please let me know if you want to see any of them!

First Contact After Buyer Registers on Your Website

Hi **[first name]**! This is **[your first name]** from **[your company]**. Thanks for registering on my website. Let me know if you see homes you want to tour.

Hello **[first name]**! This is **[your first name]**. Thanks for contacting me through my website. Sorry I missed you - what's the best time to call?

Hello **[first name]**! Thanks for searching for **[area]** homes on my website. Would you like to tour any of them this weekend?

Hi **[first name]**, it's **[your first name]**. I noticed you signed up on my website after looking for **[area]** homes. Are you looking for a house or a condo?

Follow-Up Texts to Buyer Leads

Hello, **[first name]**! Just wanted to check in. If you find any **[area]** homes for sale that you like, I'd be happy to set up a viewing for you.

Hi **[first name]**! I see you're still searching for **[area]** homes on my website. Do you have time to tour any homes this weekend?

Hello again, **[first name]**. Some great **[bedroom count]**, **[bathroom count]** homes were just put on the market in **[area]**. Would you like me to send them over to you?

Hello, **[first name]**. I see you've been viewing **[bedroom count]**, **[bathroom count]** **[area]** homes on my website, so I set you up to get alerts when new listings matching that criteria get added to the market. Let me know if you want to tour any of them!

First Contact With Referral Lead

Note: replace [referral source] with the name of the person who gave you the referral.

Hi **[first name]** - I'm **[your first name]**,
a friend of **[referral source]**. I'm a real
estate agent and they mentioned you're
considering buying a home. What type of
home are you looking for?

Hi **[first name]**, this is **[your first name]**.
[Referral source] mentioned you're looking
for a new home. I'm a real estate agent - I
can set up a showing if you find one you
like!

Hi **[first name]**, this is **[your first name]**.
I'm a friend of **[referral source]**'s, and they
mentioned you're searching for a home.
Is there a specific neighborhood you're
interested in?

Hey **[first name]**, my name is **[your first
name]** and **[referral source]** is a mutual
friend. **[Referral source]** mentioned you're
in the market for a new home - I'm a real
estate agent, so I'd be happy to help you
find it. Let me know!

Templates for Seller Leads

Generic First Response to Seller Lead

Hi, it's **[your first name]** from **[your company]**. I received your inquiry about getting a home valuation. What's the best time to call you back?

Good morning! It's **[your first name]** with **[your company]** - happy to help sell your home. What's a good time to call you back?

Hey **[first name]**! This is **[your first name]** with **[your company]**. It's a seller's market in **[area]** - let me know how I can help you sell your home.

Hi, it's **[your first name]** from **[your company]**. Happy to answer your questions about selling your home. Let me know if you want a free home valuation.

Response to Home Valuation Request

Hi **[first name]**, it's **[your first name]** with **[your company]**. I'll have your home valuation ready in a moment. What is the best way to get it to you?

Hi **[first name]**! Your home valuation will be ready soon. I have a few quick questions about the property before I send it over - are you available to chat now?

Hello, **[first name]**. I'll send your home valuation over ASAP. What is your timeline for selling your home? It's currently a great time to sell in **[area]**.

Hey **[first name]**, I'm working on your home valuation now. Would you mind if I stopped by for a few minutes to look at the property? That will help me provide an accurate valuation.

Follow-Up Texts to Seller Leads

Hi **[first name]**! Still considering selling your home? The selling process can be tedious, but my home selling guide will make it easier. Let me know if you want a copy.

Hi **[first name]**! **[area]** is currently a seller's market. I've already sold **X** homes for **\$X** or more above asking price this year. I can provide a home valuation if you want to know how much yours could sell for.

Hey **[first name]**, I just sold a home similar to yours for **\$X**, but I bet I could sell yours for more. Let me know if you want to talk about how much yours could sell for.

Hello, **[first name]**. Just reaching out to let you know that **[area]** home values have increased **X%** over the last year. Let me know if you want a copy of my **[area]** housing market report - it'll show you how much your home could sell for.

First Contact With Referral Lead

Note: replace [referral source] with the name of the person who gave you the referral.

Hi **[first name]**, this is **[your first name]**. **[Referral source]** mentioned you're going to sell your home. I'm a real estate agent, so I can give you a free home valuation if you'd like one!

Hi **[first name]** - I'm **[your first name]**, a friend of **[referral source]** and a real estate agent. They mentioned you're considering selling your home - want me to send over a copy of my **[area]** housing market report?

Hey **[first name]**, my name is **[your first name]** and **[referral source]** is a mutual friend. **[Referral source]** mentioned you're thinking about selling your home. I'm a real estate agent, so I can provide a home valuation if you're interested in how much yours could sell for.

Hi **[first name]**, this is **[your first name]**. I'm a friend of **[referral source]**'s, and they mentioned that you're considering selling your home. I'm a real estate agent, so I can give you a home valuation or a walkthrough of the tedious home selling process. Let me know!