



Year 1

FULL FARM SCRIPTS

VOICEMAIL SCRIPTS

Script #1

Hi! My name is [Agent Full Name] and I'm calling from [Brokerage Name]. I was going through my database this [morning, afternoon, or evening] and noticed you visited my landing page to find an estimated value for your home. I'm curious, did you find the estimate accurate or would you like a more detailed in-home evaluation? I'd be happy to meet with you if you'd like to discuss this further. My phone number is [Agent Phone Number], please call me at your convenience.

Script #2

Hello! It's great to connect with you today!
This is [Agent Full Name] calling from [Brokerage Name], and I couldn't help but notice that you recently visited my landing page seeking an estimated value for your home. I'm interested to know if you found the estimate helpful, or if you'd prefer a more comprehensive, in-home evaluation. If you're interested in learning more, I would love to meet with you and discuss your options. You can reach me anytime at [Agent Phone Number]. Let's connect and talk about what your home is worth!

Script #3

Hi! This is [Agent Full Name] from [Brokerage Name]. I couldn't help but notice that you recently visited my landing page to check out the estimated value of your home. Did the estimate leave you satisfied, or are you interested in getting a more detailed in-home evaluation? I'd love to chat with you about it and answer any questions you might have. Just give me a call at [Agent Phone Number], and we can schedule a time that works for you. Looking forward to hearing from you soon!

Script #4

Hello! It's a pleasure to make your acquaintance today! My name is [Agent Full Name] and I'm calling on behalf of [Brokerage Name]. I noticed that you recently visited my landing page to get an estimate of your home's value. I'm curious to hear if the estimate benefited you or if you would prefer a more detailed, in-home evaluation.

If you're interested in delving deeper, I would be delighted to catch up with you and explore your options. Please feel free to contact me at [Agent Phone Number] at any time. Let's connect and discuss the true value of your property!

Script #5

Hello! It's a pleasure to make your acquaintance today! My name is [Agent Full Name] and I'm reaching out from [Brokerage Name]. I couldn't help but notice that you visited my landing page recently to obtain an estimated value for your home. I'm eager to know whether the estimate provided was useful to you, or if you'd like a more thorough in-home evaluation.

If you're interested in exploring further, I'd be thrilled to meet with you and chat about your options. Feel free to contact me anytime at [Agent Phone Number]. Let's get in touch and have a conversation about the value of your home!

Script #6

Hi, it's [Agent Full Name] from [Brokerage Name]! I was going through my database today and noticed that you visited my landing page to get an estimated value for your home. Did the estimate hit the bull's eye or do you think a more in-depth, in-home evaluation is in order?

If you're up for it, I'd be thrilled to meet with you and chat about your home's worth in greater detail. Just give me a call at [Agent Phone Number] whenever you have a free moment. I'm ready to help!

E-MAIL SCRIPTS

E-Mail #1: Holiday

Hi [First Name],
Happy New Year!
[Insert Happy New Year Image]

For me, true success is not measured by the amount of money or wealth I accumulate, but by the quality of my relationships with those around me. I find immense fulfillment in fostering genuine, open connections with my loved ones and clients alike.

Speaking of which, I'd love to get to know you better and start building a foundation of trust with all the homeowners in [Farm Area Name] this year. If there's anything I can do to lend a hand to you, your family, or your friends, please don't hesitate to let me know.

Here's to a fresh start in the new year, filled with opportunities to create meaningful connections and thrive together!

[Agent Full Name]
[AGENT TITLE] | DRE#: 01234567
d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #2: Intro/Market Data

Hello [First Name]!

I'm [Agent Full Name], and I pride myself on being the go-to local expert for all things real estate in [Farm Area].

I wanted to take a moment to reach out and keep you in the loop on the latest happenings in the market. Check out these graphs that showcase the most recent trends in our area, including median list price, average days on the market, and inventory levels.

[Insert Median List Price, Average Days on Market, and Inventory Charts here]

If you ever have any questions about the real estate market, don't hesitate to reach out at [Agent Phone Number], I'm always here to lend a hand and help you make informed decisions.

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #3: Valuation Link

Hello [First Name],

How's your [Day of the week] treating you so far?

I'm [Agent Full Name], and I hope you've been receiving and enjoying the marketing materials I've been sending your way. If it's not too much trouble, could I ask you a quick favor? Would you kindly consider me as your preferred real estate agent if you, or anyone you know, is thinking about selling in the near future? I specialize in [Farm Area], and I have a list of eager buyers just waiting to snatch up properties in our neck of the woods.

If you're curious about your home's value, you can scan the QR code for an instant evaluation of your property. Keep in mind that this is just an estimate based on recent sales in the area. For a more accurate quote that takes into account any upgrades or unique features that make your home stand out, don't hesitate to contact me at [Agent Phone Number] or reply to this email.

As always, I'm here to help in any way I can. Don't hesitate to reach out if you have any questions or need assistance with anything. Have a fantastic evening!

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

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E-Mail #4: I Have a Buyer That Missed Out

Hi [First Name],

I hope you and your loved ones are doing well.

I'm reaching out today because I have an incredible client who's on the hunt for their dream home, and I think your neighborhood could be the perfect fit. My clients love [Farm Area] thanks to its prime location near their family and work. Sadly, their offer on their last potential home fell through, and we've been on the search ever since. Unfortunately, inventory in your neighborhood has been pretty tight lately.

That's why I wanted to reach out to you directly. Would you ever consider selling your property at [Homeowner Property Address] to my clients if the price was right? If so, I'd love to chat with you about it at your earliest convenience. In the meantime, if you're curious about your home's value, you can get an instant estimate based on recent sales in [Farm Area Name] by scanning the QR Code.

Thank you so much for taking the time to read this message. I'm excited to hear back from you soon and see if we can make some magic happen for my clients and your property.

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #5: 4th of July

Hello, [First Name]!

Happy 4th of July to you and your loved ones!

[Insert Happy 4th of July Image]

I hope you're enjoying some well-deserved rest, relaxation, and maybe even a backyard BBQ or two. As we celebrate our country's independence, I wanted to take a moment to wish you all the best for a prosperous and exciting future. Speaking of which, have you checked out the value of your home lately?

While you're enjoying the fireworks this evening, take a minute to find out what your home would sell for in today's market. You can get an estimated value for your property by scanning the QR code. And who knows, maybe your home's value will skyrocket.

Lastly, if you have any questions about real estate or need recommendations for local contractors or handymen in [Farm Area Name], I'm here to help!
Have a blast and enjoy the festivities!

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

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E-Mail #6: Golden Referral Letter

Hi, [First Name]!

Let me start by saying, our real estate market is a seller's market. With inventories still low and high buyer demand, we're facing a unique challenge - there simply aren't enough homes for sale to meet current demands.

So, here's where you come in: if you, or anyone you know, are considering a move in the next 30-120 days, I would be eternally grateful if you would let me know. I have a list of eager buyers looking to purchase a home in [Farm Area Name] and they are ready to pay TOP DOLLAR.

Don't hesitate to call, text, or email me to set up a conversation and we can discuss how I can help make the home selling process as smooth as possible for you.

And, if you don't know anyone at the moment, no worries! Keep me in mind, because I have a personal goal of helping 25+ families achieve their dreams of homeownership this year. Your support means everything and any referrals are much appreciated!

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

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E-MAIL SCRIPTS

*For untriggered voicemails

E-Mail #1: Market Update

Hello [First Name]!

I hope you're doing great! Have you been keeping up with the latest real estate trends in your area? If not, don't worry, I've got you covered!

Over the past month, there have been some exciting developments in the [Farm Area].

[Market Stats]

If you're thinking of selling your home in the near future and want to work with a local expert in the [Farm Area Name] area to get the highest price for your home, then give me a call today at [Agent Phone Number].

Let's chat about your options. And if you're curious about your home's current value, you can get an instant home evaluation by scanning the QR Code.

I'm excited to help you navigate the current real estate landscape and achieve your goals. Let's make it happen!

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

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E-Mail #2: Track Record

Dear [First Name],

It's [Agent Name] checking in with you again. How have you been? I hope you've been doing well and enjoying everything that [Location] has to offer.

I wanted to follow up with you regarding my previous email. Have you had a chance to think about your real estate plans? If so, I'd love to hear what you're thinking and see if there's anything I can do to assist you.

With [Years of experience] of experience, a [Total Sales Volume] in total sales volume, and [Number of Closed Transactions] closed transactions under my belt, I have a proven track record of helping my clients achieve their real estate goals. Whether you're buying or selling, I go above and beyond to ensure that each and every one of my clients are informed and comfortable every step of the way.

I'd love the opportunity to discuss this further with you either in person or over the phone. Let's chat about your options and see how I can help you achieve your real estate goals.

Let's get started! Give me a call at your earliest convenience.

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #3: Have Buyers

Dear [First Name],

It's [Agent Name] checking in with you again - how's everything going? I wanted to follow up and see if you had any thoughts about my previous email, and if there's anything I can do to assist you further.

As a seasoned real estate expert with [Years of experience], [Total Sales Volume] in closed transactions, and extensive knowledge of the local area - including [Farm Area] - I understand that buying or selling a home is a significant financial decision. That's why I always go above and beyond for my clients, helping them navigate each challenge and opportunity while keeping them relaxed and informed every step of the way.

Speaking of which, I still have some serious buyers looking in [Farm Area] who have the resources to make a quick sale. And with my experience and expertise, I can help make this a profitable transaction for you - even if we don't have to list your house on the market.

I would love to chat with you in person or over the phone to discuss this further. So, please don't hesitate to call me at your earliest convenience.

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #4: Local Expert

Dear [First Name],

I hope this email finds you well. My name is [agent name], and I'm reaching out to introduce myself as your local real estate expert, serving homeowners in [farm area]. As a specialist in the area, I wanted to touch base with you regarding your current or future real estate needs.

In sales, it's essential to know the product you're selling inside and out. As a real estate professional, it's my duty to understand not only the features that make your home unique but also the local area that buyers will call their community. From schools to nightlife, the local landscape plays a significant role in a buyer's decision to purchase a home.

Apart from my proven track record in real estate, I'm also your neighbor and readily available if you ever need real estate advice or anything else. I'm passionate about serving my community and would be more than happy to help in any way I can.

If you have any questions or would like to discuss your real estate needs further, please don't hesitate to reach out to me at [agent phone]. I look forward to connecting with you soon.

Best Regards,

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #5: Property Values

Dear [First Name],

Are you curious about the current value of your home? If so, I'm thrilled to offer you a complimentary home value estimate. By utilizing recent comparable properties in your neighborhood and surrounding area, you'll gain insight into the market value of your property.

After viewing your home value estimate, I'd love to connect with you to discuss my comprehensive seller's action plan to get you the best possible value for your property. My end-to-end approach to selling will ensure that you receive expert guidance and a smooth transaction process.

To take the next step, please contact me at [agent phone] to schedule an in-person home evaluation. During this meeting, we'll review all the unique features that make your property special and factor them into your estimated value.

You can also scan the QR code attached to this email to receive your free home value estimate. It's quick, easy, and convenient!

I'm excited to partner with you to achieve your real estate goals. Don't hesitate to reach out to me if you have any questions or concerns.

Best regards,

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

d. 888.888.8888 | jenni@jennisable.com | jennisable.com

E-Mail #6: Planning a Move

Dear [First Name],

As we navigate through this unique real estate market, I wanted to reach out and offer my expertise in the changing property values of [farm area]. Are you considering your next move in the real estate market? If so, I'm here to provide valuable insights and support.

When it comes time to sell your property, it's crucial to trust that your agent knows your neighborhood and the local community. As your neighbor, I'm committed to your success and passionate about our community's well-being.

I'm pleased to offer you a complimentary home value estimate to help you stay informed about your property's current market value. There's no cost or obligation to you, and you'll receive valuable insights into today's market trends.

When you're ready to take the next step, I'm here to guide you with my local expertise and tailored seller's strategy to ensure a successful sale. You can trust that I'll work tirelessly to get you the best possible outcome.

I look forward to partnering with you to achieve your real estate goals.
Best regards,

[Agent Full Name]

[AGENT TITLE] | DRE#: 01234567

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LETTERS

Letter #1 - Introduction

[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]



Hello [First Name],

I'm thrilled to introduce myself as [Agent Full Name], the local realtor representing the vibrant [Farm Area Name]. Today, I'm reaching out to you to offer my services or extend a helping hand to anyone you know who might be considering selling their property.

I provide a range of services tailored exclusively for you, delivered with dedication, and at absolutely no cost or obligation. Here's a sneak peek into what I bring to the table:

Custom Comparable Market Analysis: Allow me to provide you with a detailed analysis of your property's worth, comparing it to similar listings in the area. Or, if you prefer simply scan the QR code below for an immediate evaluation based on recent sales.

On-Site Home Evaluation: Experience the advantage of my trained eye as I personally assess your property's unique features and potential to unleash its full selling power.

Staging, Renovation, Handyman, and Consultation Recommendations: Need a little extra magic to transform your property into a buyer's dream? Trust my expertise to guide you through staging techniques, and renovation ideas, and even connect you with reliable professionals who can help you elevate your home's appeal.

Local [Farm Area Name] Resources: I've got you covered with an extensive network of resources specific to our community. Whether it's finding the best schools, exploring neighborhood amenities, or discovering local hotspots, count on me to be your ultimate source of knowledge.

My ultimate mission is to forge long-lasting and mutually beneficial relationships with homeowners like you in [Farm Area Name]. Consider me your guide and trusted ally, always ready to assist you with anything related to real estate.

Curious to learn more about how I can assist you further? Take a virtual tour of my comprehensive offerings at [Agent Website] or connect with me directly at [Agent Phone Number].

Together, let's make your real estate aspirations a reality!

All The Best,

Your Name
[agent phone]
[agent email]

For more info [agent website]
Call me to know your property's value!



Letter #2 - Have Buyers



[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]

Hello [First Name]!

I hope this message finds you well. Today, I come bearing an exciting opportunity that could be a perfect match for you and your property in [Farm Area].

A delightful client is eagerly seeking a new home in your neighborhood. They discovered the undeniable charm of [Farm Area] a few months ago and were instantly captivated. The prime location, nestled so conveniently close to their family and work, won their hearts over.

However, their previous offer on a home in the area was regrettably declined. Since then, we've embarked on an ardent quest to find their dream home, but the scarcity of available properties has proved to be quite the challenge.

Now, here's where you come in. If the right price were offered, would you consider making their dreams come true by selling your property? If your answer is a resounding "yes," then I implore you to reach out to me at your earliest convenience.

Your time and consideration are immensely appreciated. I eagerly await the possibility of connecting with you and exploring the exciting prospects that lie ahead.

Best Regards,

[Agent Full Name]

[agent phone]
[agent email]
For more info [agent website],
Call me to know your property's value!

Letter #3 – Thinking of Moving

[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]



Hello [First Name],

I hope my previous letters have caught your attention and prompted some serious consideration about seizing the opportunities in today's dynamic market. Our real estate landscape is undergoing a transformative shift. Despite the rise in interest rates, the demand for properties is still palpable, and the inventory remains at historically low levels.

If you, or anyone you know, are contemplating a move within the next 30-120 days, I implore you to reach out to me without hesitation! I have a multitude of buyers eagerly eyeing properties in [Farm Area Name]. These potential buyers are willing to shell out top dollar for the chance to call your property their own.

Feel free to take the initiative and give me a call, send a text, or send me an email. Let's embark on a conversation that will open doors to endless possibilities. Together, we'll determine what works best for you and ensure a smooth transition to your next adventure.

Even if you don't have anyone in mind at the moment, please remember to keep me in your thoughts. My personal mission this year is to help 25+ families fulfill their dreams of homeownership. I genuinely appreciate any referrals you can provide

Get ready to embark on an extraordinary journey toward a brighter future. I eagerly await your response!

[Agent Full Name]

[agent phone]
[agent email]
For more info [agent website]
Call me to know your property's value!

Letter #4 – Expertise

[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]



Hello [First Name]!

It's [Agent Name] reaching out to you once again. How have you been? I hope life has been treating you well. I just wanted to touch base and inquire about the previous letters I sent your way. Have you had a chance to ponder over them? And most importantly, is there anything I can do to assist you?

Let me take a moment to emphasize my extensive experience in assisting both buyers and sellers in our local area, including [Farm Area]. Buying or selling a home is undeniably one of the most significant financial decisions anyone can make. That's precisely why I'm so fiercely passionate about surpassing expectations for my clients. I go the extra mile to navigate every challenge and seize every opportunity, ensuring that my clients feel at ease and well-informed throughout the entire process.

Speaking of selling, if the thought has ever crossed your mind, I want you to know that I still have a pool of buyers actively seeking properties in [Farm Area]. These buyers possess the necessary resources to facilitate a quick sale. I can transform this transaction into a profitable endeavor for you. The best part? We don't necessarily have to go down the traditional route of listing your house to get it sold.

I would be thrilled to delve into this topic further with you, either in person or through a phone conversation. So why wait? Give me a call at your earliest convenience. I look forward to connecting with you soon.

All the Best,

[Agent Full Name]

[agent phone]
[agent email]
For more info [agent website]
Call me to know your property's value!

Letter #5 - Market Update

[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]



Hi [First Name],

I hope this letter finds you well. I wanted to reach out to you and inquire about your knowledge of the latest real estate trends in our [Farm Area]. In case you haven't had a chance to keep up I am here to provide you with some updates!

In the past month, [Farm Area] has witnessed some exciting developments. Allow me to share some intriguing market statistics that highlight the dynamic nature of our local market:

[Insert Market Stats]

Have you been contemplating the idea of putting your home on the market in the near future? If so, I urge you to consider collaborating with a seasoned expert who possesses an understanding of the nuances of the [Farm Area Name]. By working together, we can ensure you secure the highest possible price for your property.

To take the first step towards exploring your options I invite you to give me a call today at [Agent Phone Number]. Let's have a conversation, delve into the possibilities, and set the ball rolling on this exciting journey.

If you're eager to uncover the current value of your home, I have a convenient solution for you. Simply scan the QR code to obtain an instant home evaluation, providing you with valuable insights.

I am to help you achieve your goals and transform your aspirations into tangible realities. Please don't hesitate to reach out.

Best Regards,

[Agent Full Name]

[agent phone]
[agent email]
For more info [agent website]
Call me to know your property's value!

Letter #6 – Golden Referral

[Homeowner Full Name]
[Homeowner Mailing Address]
[Homeowner City, State Zip]



Hello [First Name],

I would like to share an exciting update with you: our current real estate market is experiencing a surge in activity. With inventories still at a low level and strong demand from buyers, we find ourselves facing a unique challenge – there simply aren't enough homes for sale to satisfy the current needs of the market.

Now, this is where you come in. If you, or anyone within your circle, have contemplated a move within the next 30-120 days, I would be grateful if you could inform me of your intentions. I possess a list of enthusiastic buyers seeking a home in [Farm Area Name], and they are more than willing to offer top dollar for the opportunity.

Please don't hesitate to reach out to me via call, text, or email so that we may arrange a conversation. During our discussion, we can explore how I can facilitate the home selling process and ensure a seamless experience for you.

Even if you currently don't have anyone in mind, simply keep me in your thoughts and consider me a valuable resource. As part of my personal mission, I aspire to help 25+ families realize their dreams of homeownership this year. Any referrals you may provide are genuinely appreciated.

Thank you for taking the time to read this letter. Your consideration and collaboration are invaluable to me. I await the opportunity to connect with you and embark on this remarkable journey together.

[Agent Full Name]

[agent phone]
[agent email]

For more info [agent website]
Call me to know your property's value!