

THE REAL ESTATE AI BLOG

27 Real Estate Cold Calling Scripts for Every Situation

Word-for-word openers, expired & FSBO scripts, circle prospecting, objection handlers and voicemails — written to be said out loud.

Inside this pack

2 opening scripts · 3 expired · 3 FSBO · 3 circle prospecting · 2 farm/valuation · 2 sphere & referral · 3 absentee/investor/buyer · 6 objection handlers · 2 voicemails · 1 appointment close

Plus: 4 AI prompts to personalize any script to your market and roleplay before you dial.

Prefer to hear them? Recorded audio of the toughest scripts is on the blog.

Before you dial: the 10-second rule

You have about ten seconds before a homeowner decides whether you're a human worth talking to or a robocall to hang up on. Win those seconds and everything else gets easier. Every opener below is built on three moves:

- 1. Say who you are and where you're calling from, immediately.** Ambiguity reads as a scam.
- 2. Give them an out.** "Did I catch you at an okay time?" lowers defenses more than barreling ahead.
- 3. Have one clear reason for the call** that's about them, not you.

Don't rush the first breath — nervous speed is what makes cold calls sound like cold calls. Placeholders like [Name], [Neighborhood] and [Brokerage] are yours to fill in (or have AI fill in — see the last page).

Cold call opening scripts

SCRIPT 1 · THE PERMISSION-BASED OPENER

"Hi, is this [Name]? Hi [Name], this is [Your Name] with [Brokerage] here in [Town] — I know I'm calling out of the blue, do you have thirty seconds? ... Great, I'll be quick. I'm reaching out to homeowners in [Neighborhood] because [specific reason]. Mind if I ask you one quick question?"

The "do you have thirty seconds" is the whole trick — you hand them control, which disarms them.

SCRIPT 2 · THE PATTERN-INTERRUPT OPENER

"Hi [Name], it's [Your Name] — I'll be honest, this is a cold call, so I'll make it worth your time or let you go. I sold the home on [Street] last month for [result], and I'm calling a few neighbors before I take on my next listing. Can I ask what you'd do if the right number landed in your lap?"

Naming the cold call defuses it. Openness stands out on these calls.

Expired listing scripts

SCRIPT 3 · EXPIRED — FIRST CALL

"Hi [Name], this is [Your Name] with [Brokerage]. I saw your home on [Street] came off the market — I'm sorry, that's genuinely frustrating after you did everything right on your end. I've been studying why homes in [Neighborhood] didn't sell this season, and yours caught my eye. Would you be open to hearing the two things I'd do differently — no obligation?"

SCRIPT 4 · EXPIRED — FOLLOW-UP CALL

"Hi [Name], it's [Your Name] — we spoke [timeframe] about your home on [Street]. I told you I'd put together the market data I mentioned, and I did. I'm not calling to pressure you; I'm calling because what I found actually changes the picture. Do you have five minutes, or should I catch you this evening?"

SCRIPT 5 · EXPIRED — ALREADY RELISTED WITH SOMEONE ELSE

"Hi [Name], [Your Name] here — I see [Street] is back on the market, so first, I hope this one gets you to the closing table. If for any reason it doesn't, I keep a short list of homes I'd step in on. Would it be okay if I checked back in 30 days — only if it's still available?"

No poaching, no bad-mouthing. Plant a flag and leave with your reputation intact.

FSBO (For Sale By Owner) scripts

SCRIPT 6 · FSBO — FIRST CALL

"Hi, is this the owner of [Address]? Great — [Your Name] with [Brokerage]. I know you're selling on your own and I'm not calling to talk you out of it. I actually work with buyers in [Neighborhood], so my real question is: are you open to working with an agent who brings you a qualified buyer?"

Leading with a buyer, not a listing pitch, is why this gets a real conversation.

SCRIPT 7 · FSBO — THE VALUE-FIRST FOLLOW-UP

"Hi [Name], [Your Name] again. Last time you said you wanted to try it solo first — totally fair. I put together a one-page pricing and photo checklist that's helped other FSBOs sell faster. Can I text or email it to you? No strings — I'd just rather you have it than not."

SCRIPT 8 · FSBO — AFTER A PRICE DROP

"Hi [Name], [Your Name] with [Brokerage] — I noticed you adjusted the price on [Address], which tells me you're serious about getting this done. When a well-priced home still isn't moving, it's usually one of three things. Want me to walk you through which one it likely is? Takes five minutes."

Circle prospecting scripts

SCRIPT 9 · JUST LISTED

"Hi [Name], [Your Name] with [Brokerage] — I just listed the home on [Street], a few doors from you, and homes like it are moving fast. Before it hits the wider market, I'm giving neighbors a heads-up in case you know someone who'd love to live nearby. Anyone come to mind?"

SCRIPT 10 · JUST SOLD

"Hi [Name], [Your Name] here — I just sold [Street] for [result], which nudged values on your block up nicely. A lot of people don't realize what their home is worth in this market. Curious — has anyone ever given you a real number on yours?"

SCRIPT 11 · NEIGHBORHOOD MARKET UPDATE

"Hi [Name], [Your Name] with [Brokerage]. I track [Neighborhood] closely and there's been a real shift in the last 60 days — some of it's good news for owners. I'm calling a handful of neighbors with the numbers. Want the 30-second version for your street?"

Geographic farm & valuation scripts

SCRIPT 12 · FARM AREA INTRODUCTION

"Hi [Name], this is [Your Name] — I'm the agent who works [Neighborhood] specifically, and I'd rather you know my name before you ever need me than the day you do. Quick question so I'm not wasting your time: is this a home you see yourself in for the long haul, or could a move be on the horizon?"

SCRIPT 13 · FREE HOME VALUATION OFFER

"Hi [Name], [Your Name] with [Brokerage]. Values in [Neighborhood] have moved enough that the estimate you see online is probably wrong — usually low. I'll put together an accurate one for you, no cost and no pitch. Would that be useful, even just for your own records?"

Sphere of influence & referral scripts

SCRIPT 14 · PAST CLIENT CHECK-IN + REFERRAL ASK

"Hi [Name], it's [Your Name] — no reason for the call except I was thinking about your place on [Street] and hoping you're loving it. ... That's great to hear. Hey, before I let you go — who's the next person in your life thinking about a move? I'd love to look after them the way I did you."

SCRIPT 15 · SPHERE “WHO DO YOU KNOW”

“Hi [Name], [Your Name] here — quick one. I've got room for two more families to help buy or sell this quarter and I'd rather earn it through people I actually like than through ads. Who comes to mind that I should be taking care of?”

Absentee owner, investor & buyer scripts

SCRIPT 16 · ABSENTEE / OUT-OF-AREA OWNER

“Hi [Name], [Your Name] with [Brokerage] — I work the [Neighborhood] area and I noticed you own [Address] but don't live there. No agenda; I'm just curious whether it's a keeper for you or something you'd sell if the number were right. Which is it?”

SCRIPT 17 · INVESTOR / LANDLORD

“Hi [Name], [Your Name] here — I bring investors real numbers, not pitches, so I'll be direct: are you in acquisition mode right now, or would you sell [Address] at the right cap rate? Either way I might be useful to you.”

SCRIPT 18 · ONLINE BUYER LEAD CALLBACK

“Hi [Name], [Your Name] with [Brokerage] — you just looked at [Address/area] online, so I'm catching you while it's fresh. Are you closer to 'just curious' or 'actually looking'? Either is fine — it just tells me how to help.”

Speed matters: call within five minutes and your odds multiply.

Objection-handling scripts

SCRIPT 19 · “I'M NOT INTERESTED.”

“Totally fair — you don't know me yet, so 'not interested' is the right default. Can I ask one thing and then leave you alone? If a buyer showed up next week willing to pay more than you'd expect, would you at least want to hear the number?”

SCRIPT 20 · “I ALREADY HAVE AN AGENT.”

“Good — you should have someone in your corner, and I'd never step on that. I'm not calling to replace anyone. If that ever changes, or you just want a second set of eyes on something, would it be alright if I left you my name?”

SCRIPT 21 · “WE'RE NOT SELLING.”

“That's exactly why I'm glad I caught you — the best time to understand your options is before you need them. Two quick questions and I'll know if I can even be useful to you down the road. Fair?”

SCRIPT 22 · “HOW DID YOU GET MY NUMBER?”

“Fair question, and I'd want to know too. Your number's publicly listed, and I only call homeowners in [Neighborhood] because that's the area I actually specialize in. If you'd rather I not call again, just say the word and you're off my list for good.”

Honesty and an easy opt-out protect you and build trust.

SCRIPT 23 · “JUST SEND ME SOME INFO BY EMAIL.”

“Happy to — what's the best address? ... And so I send the right thing instead of a generic packet: are you more curious about what your home's worth, or what's actually selling nearby? That way it's useful, not spam.”

SCRIPT 24 · “THE MARKET'S TERRIBLE RIGHT NOW.”

“You're not wrong that it's changed — but 'terrible' depends on which side you're on, and there are pockets in [Neighborhood] doing better than the headlines. Want me to tell you honestly which way your street is trending? I'll give it to you straight, good or bad.”

Vicemail scripts

SCRIPT 25 · EXPIRED LISTING VOICEMAIL

“Hi [Name], [Your Name] with [Brokerage] — I'm calling about your home on [Street] that came off the market. I've got two specific ideas about why it didn't sell, and I'd rather share them than sit on them. I'll try you again, or reach me at [Number]. Talk soon.”

SCRIPT 26 · FSBO VOICEMAIL

“Hi [Name], [Your Name] here — saw you're selling [Address] yourself, and I respect it. I work with buyers in your area, so if you're open to one bringing you an offer, call me back at [Number]. No pressure either way.”

The appointment-setting close

SCRIPT 27 · THE ASSUMPTIVE CLOSE

"This has been a great conversation, [Name], and I don't want to do it justice over the phone. I'm in [Neighborhood] Thursday afternoon and Friday morning — which works better to sit down for twenty minutes? ... Perfect, I'll bring the numbers we talked about."

Offer two times, not "does that work?" You're not asking if — you're asking when.

Make these scripts yours — with AI

A script is a starting point, not a finish line. The words that work in your market, in your voice, for this homeowner will differ from the ones above — and that's exactly what AI is good for. Not replacing the human on the call; preparing you for it. Open ChatGPT, Claude, or Gemini and use these prompts.

1. Rewrite any script in your voice, for your market

You're a real estate coach. Rewrite this cold calling script so it sounds natural for an agent working [your city/neighborhood], targeting [seller type]. Keep it under 60 seconds spoken, conversational, and free of salesy cliches. Script: [paste a script].

2. Generate objection handlers for the curveballs

Act as a skeptical [FSBO / expired listing] homeowner. I'll give you my opener. Throw me the five toughest objections you'd realistically say, and after each, suggest a calm, honest one-sentence response. My opener: [paste].

3. Roleplay until it stops feeling like acting

Roleplay a live cold call. You're a busy homeowner in [area] who wasn't planning to sell; I'm the agent. Be realistically resistant — interrupt, be short with me — and only warm up if I earn it. Answer the phone to start. Afterward, tell me the two moments I lost you.

4. Tighten a script that runs long

This script feels too long and I lose people halfway. Cut it to its strongest 40 seconds without losing the empathy or the ask: [paste].

Ten minutes of AI roleplay before a dial session does more for your confidence than reading a script fifty times.

Before you dial: stay on the right side of the law

Cold calling is legal — but there are real rules, and the fines are steep.

- Scrub your list against the National Do Not Call Registry (donotcall.gov) before you dial.
- Know your state's rules on call times and consent — several are stricter than federal law.
- Cell phones and auto-dialers fall under tighter restrictions than hand-dialed landlines.
- Rules change and enforcement has tightened — verify the current DNC and TCPA requirements, and when in doubt, ask your broker or a compliance attorney. One violation costs more than the check.

Want the audio — and the next playbook?

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