**Texting**

**Consider this:**

**Get to the Point**: There’s a reason each template below is brief: your leads are busy! There’s no need to beat around the bush. State the reason for your message.

**Talk Like a Human**: Don’t sound like a robot. Keep your messages conversational, friendly and professional. If you sound like a person, your lead is more likely to reply.

**Include Personal Information**: No one wants to feel like they’re receiving spam. Give your texts a personal touch by including information like your lead’s first name.

**Ask Questions:** The more you know about your clients, the better you can serve them. Plus, questions are a good way to encourage replies.

**Include a Call to Action:** Ask yourself, “What do I want the recipient to do after reading my message?” Now, include that in your text! It’s better to be forward than to make someone guess what they should do

**Examples:**

Hey [name], let's catch up! Are you free to chat now or would later today be better?

Hey [name], I was just in your neck of the woods showing houses and wanted to see how you have been doing? What’s new?

Hi (name), Its \_\_\_\_\_\_(your name). I wanted to email you some listings, any specific neighborhoods you want to see?

I tried to give you a call, but I'm sure you’re super busy. Let me know when you have a few minutes to talk!

Hey, I know you live in the (Kierland) neighborhood in (Scottsdale). I would love to e-mail you valuable information specific to your neighborhood. What's your preferred e-mail address?

Hey, as one of my closest friends, I’d be happy to provide you with an analysis of what your home may be worth in today’s market. Would that be valuable to you?

Morning! Sorry, we haven’t connected in a while. I have put together a market report with helpful intel that my clients LOVE — Is this something you would for your neighborhood?

It’s almost spring! A lot of my clients have been asking me for recommended landscapers and other trades people in the area. Who can I help connect you with?

What kind of questions can I answer for you about (current market conditions, interest rates, renting vs buying)

I’m reaching out to remind you that I’m in real estate! Statistics show that you know between 6 to 10 people that will buy or sell a home in the next 12 months. Who do you know that's looking to buy or sell? When you bump into those people, would you be willing to let me know?

Who do you know that is thinking about buying or selling a home right now?

A majority of my business comes from word of mouth and that's how I prefer to run my business. If you know anybody looking to buy or sell a home this year, would you mind referring them to me?

I’m updating my monthly newsletter which is a snapshot of the local housing market. Don’t you think it would be valuable information to have? Great! What is your home address so I can personalize this for you? And your best e-mail address would be?

Did you know in the next 12 months, everyone will come in contact with at least 6 people that will have a real estate need. Anything from buying, selling, investing, roof repair, re-financing, etc. I have a goal to help as many people as I can with their needs. Who can you think of that may have a real estate related need this year? Would you please share my name with those you come across and reach out to me when you hear of someone that could use my assistance?

I have a great new app and I’m looking for some feedback. Would you be willing to download my free app and let me know what you think?! It’s better than Zillow and even though you may not be interested in moving now, you’ll be able to see what’s happening not only in your community but in your future neighborhood as well!