New Lead Response Kit

Reply fast, be useful, ask one question. Adapt every script to your voice.

First five minutes checklist

- [ ] Read the lead's message or form fields before replying
- [ ] Reply by the channel they used (text, email or call)
- [ ] Use their name and the property or area they asked about
- [ ] Answer what they asked, then ask ONE question
- [ ] Log the lead and set the next follow-up date

Text script: web inquiry on a listing

Hi [Name], this is [You] with [Brokerage]. Thanks for asking about [address].
It's [available / under contract]. Want me to send a few similar homes, or set up a showing?

Email script: general buyer inquiry

Subject: Your home search in [area]
Hi [Name], thanks for reaching out. To point you to the right homes, what matters most:
price range, number of bedrooms, or a specific neighborhood? Happy to chat by phone if easier.

Voicemail script (under 20 seconds)

Hi [Name], [You] with [Brokerage], returning your inquiry about [topic]. I just sent a text
with a quick question. My number is [number]. Talk soon.

Rules that protect you

- Get consent before texting or calling; honor opt-outs right away.
- Treat every lead the same way (fair housing). Do not steer.
- Follow your brokerage's policies and your state's rules on contact.

Marketing form, not legal advice. Check TCPA, Do Not Call and state rules with your broker.

5-Touch Follow-Up Planner and Lead Log

One row per lead. Stop when they reply or ask you to stop.

Suggested touches

Touch 1: same day, a helpful answer and one question

Touch 2: next day, send 3 relevant listings or a short guide

Touch 3: day 3-4, a quick call or voice note

Touch 4: day 7, a useful local update, no pitch

Touch 5: day 14, a polite check-in and an easy opt-out

LEAD	SOURCE	FIRST REPLY	TOUCHES (1-5)	NEXT STEP

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