

# Cold Calling Real Estate Script

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You can fully customize this script to fit your unique needs for free.  
[Click here to edit, delete or add new blocks to your script.](#)

## Welcome to our real estate cold calling script!

Welcome to our **free real estate cold calling script** to help you **better qualify your prospects** and win more customers!

We have created a **cold call script example for Real Estate** prospecting, also available in PDF version, to help you create a good **sales pitch** and not forget any information.

You can follow our instructions and customize **your script to make successful cold calls**, according to your needs: edit the blocks already present, or delete and add other blocks using the menu on your right (drag and drop the elements your salespeople need).

## Introduction to your call:

- Hello, my name is **(your name)**.
- I am contacting you about your property (...).
- I am **(name of your position + name of your agency)** and I would like to know if you have a few minutes to discuss your project, your needs and to see how we could accompany you.
- **Elevator Pitch:** Our agency is: description in one or two sentences of your agency (strong points and credibility).
- **(If no):** OK, are you available on **(date)** so I can call you back?

- **(If yes):** Continue with the questions and elements of the script.

😊 **Don't forget to smile: your interviewer will hear it!**

## Property Details

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**Property type** — What type of property are they selling?

Flat  Detached house  Semi-detached house  Retail outlet  Land

**Other property type**

**Property size**

**Address**

**Reason for selling** — Why the decision to sell? When was the decision made?

## Contact information: Understand who you are talking to

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**Role** — Are you the property owner? Are there other people in the decision-making process?

## Timing / Budget

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**Timing** — Sale start date? Move date?

**Price or speed ?** — What's the priority between sale price and the speed of the transaction?

**Have you tried to sell on your own?** — (Is the person considering selling on their own?)

**How long has the property been for sale?**

**Exclusivity** — Which other agencies are selling the property?

**Sale price** — Expectations regarding the sale price?

## Pros

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- Realistic expectations on sale price
- OK with commission rate
- Exclusivity
- Doesn't have time to manage the sale

## Cons

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- Just a test for a direct sale
- No exclusivity
- Is not the only owner
- Wants to negotiate commission

[Free sales script generator](#), offered by [noCRM.io](#) the sales prospecting app