**Seller Lead Text Templates**

Compliments of Greg Harrelson

**Seller – New Lead Signup #1**

I noticed you were looking at Price Estimates for your home. Are you open to possibly selling?

(Agent Name – Company Name)

**Seller – New Lead Signup #2**

I can send you a Property Price Estimate with more details on your property. Would that be helpful?

(Agent Name – Company Name)

**Seller – Are you selling this year?**

(City Name) has been a seller’s market. Are you considering selling this year?

(Agent Name – Company Name)

**Seller – Follow Up - Prices are shifting**

Real Estate prices are shifting and some properties are selling for more money. Would you like another price opinion on your property?

(Agent Name – Company Name)

**Seller – Another Property Just Sold**

Another property just sold near you and prices are shifting. Are you open to discussing a potential sale?

(Agent Name – Company Name)

**Seller – Sold Search Leads – Market Has improved**

The (City Name) real estate market has improved. Is there a chance you may be selling in the next 6 months?

(Agent Name – Company Name)

**Seller – Sold Search Leads – New Market Sales Report**

I am creating a new market sales report for your community. Would you like me to email you a copy?

(Agent Name – Company Name)

**Seller – We may be able to get you more than estimated**

Did you get the estimated price for your home? There are many times when we can sell it for more than the computerized estimates. Are you considering selling in the next year?

(Agent Name – Company Name)

**Seller – Opening the Monthly Reports #1**

I have been sending you a monthly update on sales. Did you get a chance to see what a property recently sold for in your area?

(Agent Name – Company Name)

**Seller – Opening the Monthly Reports #2**

We may have a buyer looking for a property similar to yours. Are you open to the possibility of selling your property?

(Agent Name – Company Name)

**Seller – Price Estimate Lead**

Hi %FIRST\_NAME%! You recently visited our website in search of your home value. I am working on an accurate estimate and wondered if you have done any updates to the property?

(Agent Name – Company Name)

**Seller – Price Estimate Lead**

Hi %FIRST\_NAME%! The real estate market has shifted in (City Name). Are you interested in knowing how that has impacted your property’s potential price?

(Agent Name – Company Name)

**Seller – Market Has Shifted**

Do you know the market has shifted and prices have adjusted? I am updating the price updates for my clients. Are you interested in knowing what your home is worth?

(Agent Name – Company Name)