



Listing-winning scripts to close the deal every time

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Winning listings is the lifeblood of every real estate agent. Yet, securing those crucial agreements often comes down to saying the right thing at the right time. Confidence, clarity and a proven approach are key to success.

This guide provides real estate agents with exclusive, proven scripts tailored for the Australian & New Zealand markets to help you close deals in face-to-face meetings, phone calls and video pitches. Use these tools to elevate your communication skills, handle objections with ease and secure more listings.



Contents

- 4** Face-to-face meetings
- 7** Phone conversations
- 10** Video pitches
- 14** Closing techniques
- 14** Enhance your scripts with Rex CRM

1. FACE-TO-FACE MEETINGS

SCENARIO

Introducing yourself at an appraisal meeting



Script 1:

Thank you for inviting me to appraise your property. My goal today is to provide you with a clear understanding of what we can achieve together and how I can make the process as smooth and rewarding as possible. Does that sound good to you?

Script 2:

It's great to meet you in person, thank you for allowing me the opportunity to view your property. I'm here to answer any questions you have and share how we can work together to achieve the best result for your sale. Shall we begin?

Script 3:

I appreciate you taking the time to meet with me. My approach is always to put my clients first and I'm excited to show you how I can help make your property stand out in the market. Can I start by learning more about your goals?

Script 4:

Thank you for welcoming me into your home. I'm here to understand your property's unique story and your goals. My aim is to ensure your property shines in the market and attracts the best buyers. Shall we begin by discussing what matters most to you in this process?

Write your own script:

1. FACE-TO-FACE MEETINGS

SCENARIO

Presenting your appraisal



Script 1:

Based on the current market trends, similar properties in your area and the unique features of your home, I believe we can confidently list your property at \$[price]. With our targeted marketing approach, I'm confident we'll attract the right buyers quickly.

Script 2:

After reviewing the local market and comparable properties, my recommendation is to list at \$[price]. This figure reflects your property's value and its appeal to buyers currently active in the market. I'd love to discuss how we can position it to achieve the best outcome.

Script 3:

Thank you for sharing so much about your property. Taking into account its unique features and the local market conditions, my suggestion is to aim for \$[price]. With our expertise and marketing strategies, I'm confident we'll achieve a successful sale.

Script 4:

Thank you for giving me the opportunity to appraise your property. After analysing the latest market trends and comparable homes in your area, I recommend a starting price of \$[price]. This price reflects your property's strengths and positions it competitively in the market. With our proven marketing strategies and proactive buyer outreach, I'm confident we can achieve the best possible result for you. How does that align with your expectations?

Write your own script:

1. FACE-TO-FACE MEETINGS

SCENARIO

Handling objections around commission concerns



Script 1:

I completely understand your concern about fees. Our commission reflects the comprehensive service we provide, which includes professional photography, extensive marketing and a dedicated team working to achieve the best possible price for your property. Agents who charge less often can't offer the same level of service or results.

Script 2:

I appreciate your focus on costs. While our fees may seem higher, they directly translate into higher value for you. For example, our tailored marketing and buyer targeting strategies ensure your property reaches serious buyers, often leading to quicker sales at better prices.

Script 3:

It's a fair question and I'm happy to explain. Our commission covers not just listing your property but also the complete marketing, negotiations and sales support process—all designed to achieve the best outcome for you. Many of our clients find the value far outweighs the cost.

Script 4:

Thank you for bringing that up—it's an important consideration. Our commission is an investment in achieving the best outcome for your property. With our bespoke marketing plans, expert negotiation skills and dedicated support throughout the process, we ensure maximum exposure and the best possible price. Often, the additional value we achieve far exceeds the cost of our service. Shall I walk you through the specifics of what's included?

Write your own script:

.....

2. PHONE CONVERSATIONS

SCENARIO

Following up after an appraisal



Script 1:

Hi [Client's Name], this is [Your Name] from [Agency Name]. It was a pleasure meeting you and viewing your property. I've been reviewing the details we discussed, and I believe we're in a strong position to attract the right buyers. I'd love to explore how we can move forward. When would suit you for a quick chat?

Script 2:

Hello [Client's Name], [Your Name] here from [Agency Name]. Thank you again for inviting me to appraise your property. I've put together some initial ideas to maximise its appeal and value in the market. Can we arrange a time to go through them in more detail?

Script 3:

Hi [Client's Name], it's [Your Name] calling from [Agency Name]. I wanted to follow up on our recent meeting and share some tailored strategies for marketing your property effectively. When would be a convenient time for us to chat further?

Script 4:

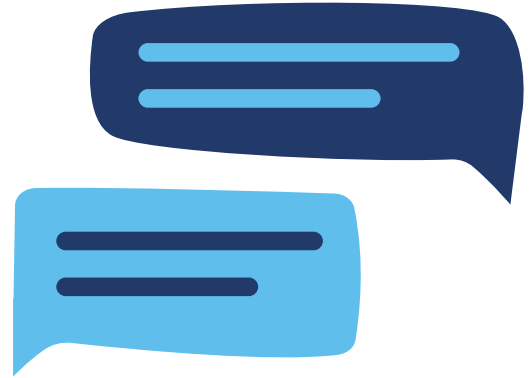
Good afternoon [Client's Name], this is [Your Name] from [Agency Name]. I wanted to thank you again for showing me your home. I've been thinking about the best way to position it in today's market, and I'd love to discuss the next steps. Are you free this week for a quick call?

Write your own script:

2. PHONE CONVERSATIONS

SCENARIO

Cold calling potential clients



Script 1:

Hi, this is [Your Name] from [Agency Name]. I noticed your property is on the market but hasn't yet sold. I specialise in helping homeowners secure faster sales with a bespoke approach. Would you be open to a quick chat about how I might assist?

Script 2:

Hello, I'm [Your Name] from [Agency Name]. I've been following the market in your area and noticed your property hasn't sold yet. I'd love to offer some tailored advice that could make a real difference. Can we have a quick conversation about it?

Script 3:

Good morning, [Your Name] from [Agency Name] here. I understand your property has been listed for a while without success. We have a proven track record of turning around challenging sales. Could I share a few strategies that might help?

Script 4:

Hi, this is [Your Name] from [Agency Name]. I specialise in helping properties like yours achieve better results on the market. I'd be happy to offer some free advice that could help you move forward. Do you have a moment to chat?

Write your own script:

.....

2. PHONE CONVERSATIONS

SCENARIO

Checking in with a past client



Script 1:

Hi [Client's Name], I am [Your Name] from [Agency Name]. I hope you're doing well and enjoying your new home. I wanted to check in and see how things are going. If you ever need assistance with property advice or know someone who does, I'd be delighted to help.

Script 2:

Hello [Client's Name], this is [Your Name] from [Agency Name]. I was thinking about your sale last year and wanted to check in to see how things have been. If you or anyone you know needs property advice, don't hesitate to give me a call.

Script 3:

Hi [Client's Name], I am [Your Name] from [Agency Name]. I wanted to check in and see how everything is going. If you have any property-related questions or know someone looking to sell, I'd be happy to assist.

Script 4:

Hello [Client's Name], this is [Your Name] from [Agency Name]. It's been a little while since your move and I hope everything's going well. If there's anything I can help you with property-wise, or if you know someone who needs assistance, feel free to reach out!

Write your own script:

3. VIDEO PITCHES



SCENARIO

Introducing yourself in a video pitch

Script 1:

.....

..... Hello *[Client's Name]*, I'm *[Your Name]* from *[Agency Name]*. Thank you for considering me to assist with your property sale. I wanted to take a moment to personally introduce myself and share how my tailored approach and local expertise can help you achieve your goals. I look forward to discussing how we can work together to secure the best result for your property.

Script 2:

.....

..... Hi *[Client's Name]*, this is *[Your Name]* from *[Agency Name]*. I specialise in helping homeowners like you achieve outstanding results in the property market. I'd love the chance to showcase how our unique strategies and dedicated service can make all the difference in your sale. Let's chat soon about the next steps!

Script 3:

.....

..... Good morning/afternoon *[Client's Name]*, I'm *[Your Name]* from *[Agency Name]*. Selling your property is a big step and I'm here to make the process seamless and successful. I'd be delighted to walk you through how we can attract the right buyers and achieve the best price. Let's find a time to discuss your goals!

Script 4:

.....

..... Hi *[Client's Name]*, *[Your Name]* here from *[Agency Name]*. I wanted to personally introduce myself and share how my tailored marketing strategies and dedication to client success can help you achieve an exceptional sale. I look forward to speaking with you soon!

Write your own script:

.....

3. VIDEO PITCHES

SCENARIO

Presenting a marketing plan



Script 1:

.....

..... Hello *[Client's Name]*, I'm excited to share my marketing plan for your property. It includes professional photography, targeted advertising and outreach to our extensive buyer database. These strategies ensure your home reaches the right audience quickly and effectively. Let me know what you think and we can discuss the next steps.

Script 2:

.....

..... Hi *[Client's Name]*, it's *[Your Name]* from *[Agency Name]*. I've crafted a bespoke marketing plan to showcase your property at its best. From professional staging advice to social media campaigns targeting motivated buyers, every detail is designed to maximise your property's value. Let's talk through it together.

Script 3:

.....

..... Good morning/afternoon *[Client's Name]*, I'm *[Your Name]* from *[Agency Name]*. I've developed a comprehensive marketing strategy for your property, including high-quality photography, bespoke advertising and outreach to pre-qualified buyers. I'd love your thoughts and to discuss how we can get started.

Script 4:

.....

..... Hi *[Client's Name]*, this is *[Your Name]* from *[Agency Name]*. My marketing plan for your property focuses on its unique features and the needs of today's buyers. We'll combine stunning visuals, targeted ads and direct engagement with serious buyers to achieve a stand-out result. Let me know if this week is good to go over the details.

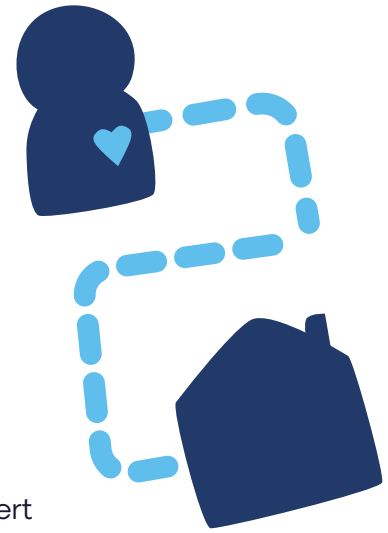
Write your own script:

.....

3. VIDEO PITCHES

SCENARIO

Handling objections in a video pitch



Script 1:

I understand you might have concerns about fees, and I'd like to address that directly. Our commission covers everything from expert negotiation to targeted marketing, to ensure you achieve the best possible outcome. Investing in the right service often means a higher return for you. I'd be happy to discuss this further.

Script 2:

Thank you for raising your concern about timing. Waiting might certainly seem safer, but current market conditions show strong buyer activity, making now an excellent opportunity to list your property. I'd love to explore how we can position your home to take advantage of this demand.

Script 3:

You mentioned another agent has offered a lower fee. It's worth considering what's included in their service compared to ours. Our comprehensive approach ensures maximum exposure, leading to better offers and faster results. Often, the value we bring far exceeds the cost difference.

Script 4:

You noted another agent has promised you a quicker sale. I understand the appeal of a quick sale, but it's important to balance speed with achieving the best possible price. Our data-driven approach ensures your property is marketed to the right audience, maximising its value. Would you like me to share examples of how this has worked for our other clients?

Script 5:

If you're hesitant about committing now, I completely understand. However, with current market trends and our proactive marketing strategies, we can position your property for a successful sale. I'd be happy to address any specific concerns you have to help you feel confident to move forward.

3. VIDEO PITCHES

SCENARIO

Ending the video with a call-to-action



Script 1:

Thank you for watching. I'm confident we can achieve great results together and I'd love the chance to help you reach your property goals. Please don't hesitate to get in touch or let me know when we can schedule a time to chat.

Script 2:

I hope this video has answered some of your questions. If you'd like to explore how we can work together, please give me a call or drop me an email. I'd be delighted to help you get started.

Script 3:

Thank you for your time. I'm excited about the opportunity to work with you and look forward to discussing how we can make your property sale a success. Let me know when you're available for a chat.

Script 4:

I appreciate you taking the time to watch this. If you have any questions or are ready to take the next step, please reach out. I'm here to support you every step of the way.

Write your own script:

Four horizontal lines for writing a custom script, with a vertical dotted line on the left side.

4. CLOSING TECHNIQUES

1. The soft close



Best for

Building trust without overwhelming the client

Why it works

It invites clients to voice lingering doubts, making them feel heard and valued. By addressing objections early, you pave the way for a smoother agreement.



Script 1:

- It seems like you're excited about the plan we've discussed. Are there any other concerns you'd like me to address before we move forward?

Script 2:

- Thanks for taking the time to go through everything with me today. It sounds like we're on the same page about how to move forward. Do you have any final questions, or shall we get started?

Script 3:

- It seems like you're feeling positive about the plan we've outlined. What would you like to see next to feel completely comfortable moving forward?

Script 4:

- I want to make sure everything aligns with your expectations before we take the next step. Are there any adjustments or concerns you'd like me to address?

Script 5:

- Thank you for sharing your thoughts and goals with me today. It sounds like you're ready to make progress—what's the best way I can help you take the next step?

Script 6:



We've gone through the key details, and it looks like everything is set for a strong start. Do you feel confident about moving forward, or is there anything else you'd like to explore first?

Script 7:



It sounds like you're excited about the approach we've discussed, which is great. Before we move forward, is there anything holding you back that I can help with?

Write your own script:



Four horizontal lines for writing a script.

Write your own script:



Four horizontal lines for writing a script.

Write your own script:



Four horizontal lines for writing a script.

2. The assumptive close

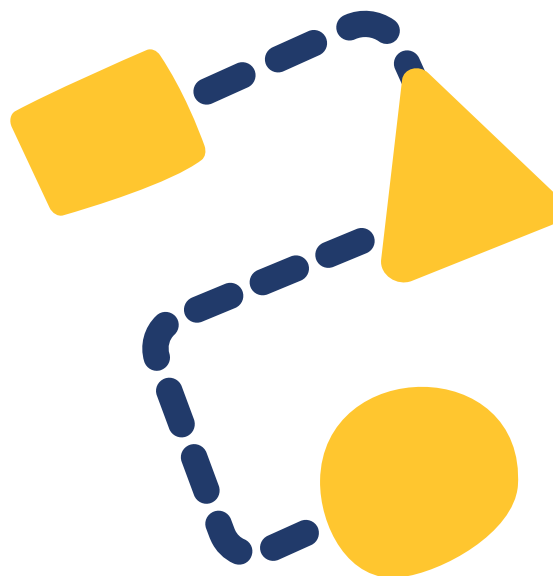


Best for

Confidently moving the conversation toward action.

Why it works

It reinforces confidence in your service and keeps the conversation action oriented. Most clients appreciate decisive, forward-thinking professionals.



Script 1:

- Since we're aligned on the marketing strategy and the pricing plan,
- I'll go ahead and prepare the listing agreement for you to review.
- Does that work for you?

Script 2:

- With your approval, I'll arrange for the professional photographer to
- come out this week to capture the best features of your property.
- What day works best for you?

Script 3:

- Now that we've settled on a pricing strategy, I'll schedule the launch
- campaign to go live early next week. How does that sound to you?

Script 4:

- It sounds like we're all set to move forward. I'll start drafting the
- agreement and prepare everything to get your property on the market.
- I just need your go-ahead to proceed.

Script 5:

- Given the timeline we've discussed, I'll notify our marketing team to
- begin work on the bespoke campaign materials for your property.
- Shall I go ahead and do that today?

Script 6:



• We've covered the appraisal, marketing plan and timelines, so the
• next step is to finalise the paperwork and get started. I'll bring that by
• tomorrow for you to sign. Does that suit?
•

Script 7:



• Since we've agreed on the target price and marketing approach,
• I'll draft the documents and schedule the launch for next week.
• Are mornings or afternoons better for a quick review?
•

Script 8:



• Now that we've agreed on how to move forward, I'll set things in motion
• on my end. Do you have any final tweaks to the plan before we start?
•

Script 9:



• To ensure we hit the market at the optimal time, I'll begin the
• preparation process immediately. Shall I confirm the schedule with the
• team today?
•

Script 10:



• With everything agreed upon, I'll notify our team to start preparing your
• bespoke marketing package. I'll need your confirmation to proceed—
• shall we get started?
•

Write your own script:



•

•

3. The value-driven close



Best for

Addressing commission concerns or perceived competition.

Why it works

These scripts shift the conversation from cost to value, highlighting the unique strengths of you and your agency in delivering exceptional results. By building trust and instilling confidence, they guide clients toward committing in a natural and compelling way.



Script 1:

With our bespoke marketing strategy and professional photography, we're confident we can position your property to attract serious buyers quickly and secure the best price. Shall we get started on the listing?

Script 2:

Our tailored marketing plan includes targeted online campaigns and access to pre-qualified buyers in your area. This approach has consistently delivered excellent results for sellers like you. Are you ready to move forward?

Script 3:

By choosing us, you're gaining access to a team with proven expertise in negotiating the best deals and closing sales efficiently. I'd love to get started on delivering those results for you, shall we proceed?

Script 4:

Our team's local expertise and innovative marketing tools mean we're uniquely positioned to maximise your property's visibility. Let's take the first step today, what do you think?

Script 5:



With our comprehensive approach, including professional staging advice and a high-visibility launch campaign, we aim to exceed your expectations. Shall we finalise the paperwork and start moving forward?

Script 6:



Our clients consistently tell us how stress-free and rewarding the process is when working with us. I'm confident we can provide the same experience for you. Are you ready to take the next step?

Script 7:



Our proactive buyer outreach ensures your property reaches the right audience from day one. This has helped many clients achieve faster sales and better results. Shall we begin crafting your campaign today?

Script 8:



With our expertise in pricing strategies and negotiation, we can ensure you achieve the best possible outcome. Shall we schedule your property launch?

Script 9:



Choosing a team that's fully committed to your success can make all the difference. We're ready to dedicate our efforts to selling your property, can we move forward together?

Write your own script:



Four horizontal lines for writing a custom script, with a vertical dotted line on the left side.

4. The FOMO close



Best for

Motivating hesitant clients.

Why it works

These scripts create a sense of urgency and highlight the exclusivity of the opportunity, motivating clients to act promptly. By presenting immediate action as a clear benefit, they position you as a proactive professional dedicated to delivering results.



Script 1:

Properties like yours are in high demand right now, especially in this area. With the current market conditions, we have a unique opportunity to attract competitive offers quickly. Let's get started today so we don't miss this window.

Script 2:

Our recent campaigns have resulted in several properties going under offer within days. If we act now, we can position your home to capture that same buyer interest before the market shifts. Shall we begin preparations?

Script 3:

I've already identified several buyers in our database who are actively searching for properties like yours. If we list now, we'll have the chance to connect with them before they commit elsewhere. Shall we make the first move?

Script 4:

Right now, the market is moving quickly, and buyers are making decisions fast. The longer we wait, the more we risk missing out on those serious, motivated buyers. Shall we secure your listing today?

Script 5:



We've seen a significant uptick in buyer activity recently and properties in your price range are especially popular. To make the most of this momentum, it's important to act quickly. Shall we take advantage of this and get your property live?

Script 6:



We've seen a surge in demand for properties like yours recently. To maximise interest and achieve the best price, now is an excellent time to go to market. Shall we get started to capitalise on this momentum?

Write your own script:



Four horizontal lines for writing a script.

Write your own script:



Four horizontal lines for writing a script.

Write your own script:



Four horizontal lines for writing a script.

5. The empathetic close

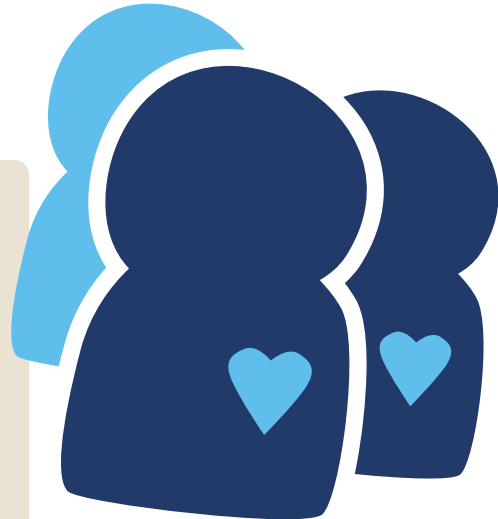


Best for

Building rapport with clients who need reassurance

Why it works

These scripts are effective because they prioritise the client's emotional needs and build a foundation of trust and reassurance. By acknowledging the client's feelings and offering support, you demonstrate genuine care and commitment to their best interests.



Script 1:

- I completely understand how big a decision this is. My priority is to
- make sure you're comfortable and confident every step of the way.
- When you're ready, I'll be here to ensure the process goes smoothly.

Script 2:

- I know this process can feel overwhelming. My goal is to support you
- and address any concerns you might have. Let's take it one step at a
- time and I'll be here to guide you through every decision.

Script 3:

- I understand that selling a property can bring up a lot of questions
- and concerns, whether it's about finances, market conditions, or
- the property's condition. My goal is to ensure you feel informed and
- supported throughout this process. If you have any worries, please
- share them with me and we'll work through them together. Your peace
- of mind is my priority and I'm here to make this journey as smooth and
- stress-free as possible.

Script 4:



Your peace of mind is important to me. I want you to feel confident about every choice you make. If there's anything you're unsure about, please let me know and we'll work through it together.

Script 5:



I realise that this is a significant decision for you. My commitment is to ensure you feel informed and comfortable throughout the process. Whenever you're ready, I'm here to help make this as smooth as possible.

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

6. The trial close



Best for

Testing readiness and gauging interest without committing.

Why it works

These scripts use open-ended questions to gently probe the client's readiness and identify any potential objections early. By doing so, you can address concerns collaboratively, making the client feel involved and valued.



Script 1:

- Do you feel like our marketing approach aligns with your goals for selling your property?

Script 2:

- How do you feel about the current asking price?
- Does it align with your expectations?

Script 3:

- Are there any specific features of the property that you think we should highlight more in our listings?

Script 4:

- Do you think the timeline we've discussed for the sale fits well with your plans?

Script 5:

- Is there any additional information you need before we proceed to the next step?

Script 6:

- Do you feel comfortable with the level of communication and updates you'll receive throughout the process?

7. The direct close



Best for

Confident decision-makers who appreciate brevity.

Why it works

The Direct Close is effective because it appeals to confident decision makers who value clarity and professionalism. By focusing on expertise, timely action and tailored solutions, it builds trust and positions you and your agency as the best choice to handle the instruction.



Script 1:

⋮ Shall we get started with listing your property today?

Script 2:

⋮ Based on what we've discussed, I'm confident we can position your property to achieve the best result. Shall we go ahead and set up the photography and start marketing it?

Script 3:

⋮ We've reviewed the local market trends and how your property stands out. Are you ready to instruct us to get the best price for you?

Script 4:

⋮ You've seen our approach and results with similar properties. Shall we proceed with signing the agreement and getting your property on the market?

Script 5:



- With our expertise and marketing strategy, I'm confident we can attract serious buyers quickly. Would you like us to get started straight away?

Script 6:



- Given the current demand in your area, acting now is crucial to maximise your property's value. Can we move forward today and get everything in motion?

Write your own script:



- ---

Write your own script:



- ---

Write your own script:



- ---

8. The partnership close



Best for

Clients who value collaboration.

Why it works

This technique positions you as an ally rather than just a service provider. This approach builds trust and fosters a sense of shared commitment, making clients feel supported and involved in the process.



Script 1:

- Your goals for selling this property are clear and with our expertise, I'm confident we can achieve them together. Shall we make this a team effort and get started?

Script 2:

- Together, we'll make sure your property gets the attention it deserves. Does this plan align with what you're looking for?

Script 3:

- We both want the same outcome: to get the best possible result for your property. Let's work together to make that happen, are you ready to move forward?

Script 4:

- Partnering with us means you'll have a dedicated team working alongside you every step of the way. Shall we take the first step together and move forward today?

Script 5:

- I see us as a team, combining your knowledge of the property with our market expertise. Together, we can create the perfect strategy to sell—can we begin the process now?

Script 6:



Our focus is aligned: getting your property sold for the best price in the shortest time. Let's join forces and make it happen; shall we get started?

Script 7:



Selling your property is a big step and with our combined effort, I'm confident we can achieve the best outcome. Shall we work together to make it happen?

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

Write your own script:



Four horizontal lines for writing a script, with a vertical dotted line on the left side.

Enhance your scripts with Rex CRM

When paired with Rex CRM, these strategies become even more powerful. Here's how:

Centralised client insights to strengthen conversations

Rex CRM empowers you to log and access detailed client preferences, objections and goals. This means every interaction builds on the last, demonstrating your attentiveness and strengthening trust, key factors in winning listings.

Follow-up precision to convert hesitant leads

Rex CRM ensures no lead falls through the cracks with automated follow-up reminders tailored to each prospect. For example, if a seller is uncertain about the market, schedule a follow-up with updated data or a personalised pitch that showcases your expertise. This persistence increases the likelihood of turning undecided sellers into committed clients.

Data-driven refinement for winning scripts

Track script performance within Rex CRM by tagging outcomes to specific approaches. For example, measure which closing techniques (the value-driven, empathetic or FOMO close, etc.) generate the most success in securing instructions. Use these insights to adapt and optimise your strategies continuously.

Customised script templates to stand out

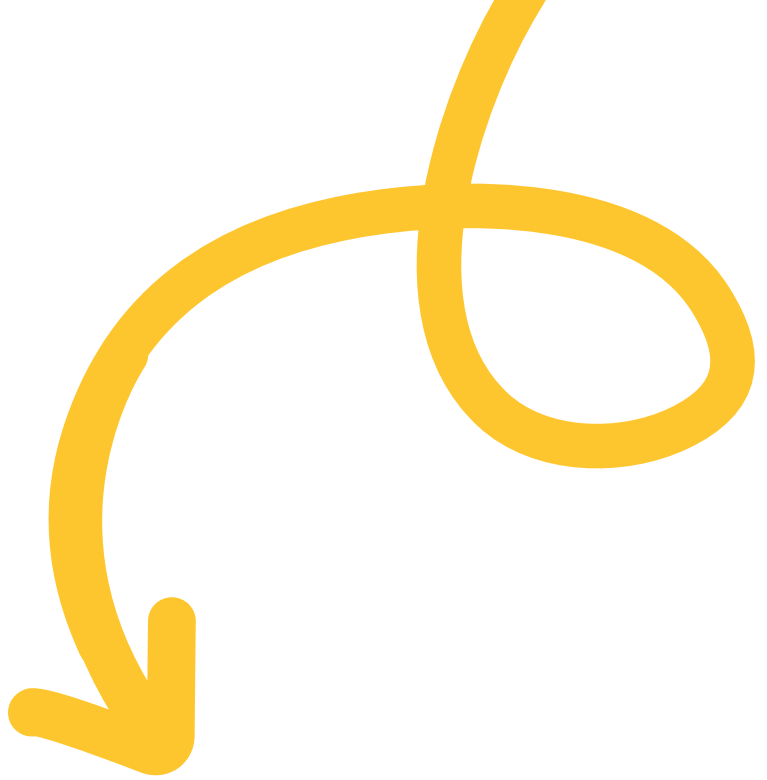
Create and store templates for specific scenarios, such as handling objections about fees or timing. Rex CRM allows you to adapt these templates for individual clients, enabling you to deliver pitches that feel tailored and increase engagement.

Integrated marketing tools to build confidence

Leverage Rex's buyer-matching tools to present sellers with active interest in similar properties. This reassures hesitant clients and helps you address their objections with concrete evidence, ultimately convincing them to list their property with you.

Proactive outreach that creates opportunities

Use the Rex CRM platform workflows to reach out to past clients or cold leads, re-engaging them with tailored messaging. Highlight how the market has shifted in their favour or share success stories of similar properties, generating new instructions from your existing database.





Ready to win more listings?

**Book a demo of Rex Software today at
www.rexsoftware.com/demo**