

# 25 phrases that build credibility



**Words are powerful triggers. The right language can instantly make people feel secure and confident.**

Instead of focusing on urgency and pressure, shift to language that shows empathy, honesty, and professionalism. This subtle change can transform how clients respond to you.

**Use these phrases** in calls, meetings, and client communications to build trust quickly and naturally. Small shifts in language can create big results in how clients feel about working with you.

## **Build credibility**

- From my experience working with similar vendors like you...
- In situations like this, what I've seen is...
- Others in your shoes have said that...
- Here's how I've helped others at this stage.
- I've guided many through this same process before.

## **Highlight transparency**

- Here's what I know, and here's what I'll need to double-check.
- I'll always be straight with you, even if it's not the news you want.
- This part's clear, and this part comes down to judgement.
- If I don't know the answer right away, I'll find out for you.
- My job is to keep you in the loop the whole way.

## **Prioritise client's interest**

- What's most important to you right now?
- Tell me your top priorities so we can start there.
- Your comfort with the process is what matters most.
- Do you feel like this fits with your goals?
- I want to make sure this works for your timing and lifestyle.

## **Instil confidence**

- Here's how we'll keep this simple and stress-free.
- I'll walk you through it step by step so there are no surprises.
- We'll take it one step at a time.
- You'll always know what's coming next.
- I'll handle the details so you can focus on what's important.

## **Add value without pressure**

- You'll have all the info before you decide.
- I'll show you the options, and you can pick what feels right.
- There's been good interest in your property. Lets' see if it lines up with your plans.
- I just want you to feel confident in your decision.
- We'll go at your pace. I'm here to guide, not push.



# Supercharge your SMS and emails with Rex AI

Writing the right message can take time, but with **Rex AI Smart Composer**, you can create professional SMS and emails in seconds. It suggests polished drafts that you can send as-is or quickly personalise, making it easier to keep in touch with clients without the stress of starting from scratch.

Generate Email

subject

The market is ramping up

topic

Prospecting

call to action (optional)

Book Appraisal

Generate Ad

Hi {{contactname\_salutation}},

I hope this message finds you well. I've been paying close attention to the current real estate market, and it's certainly gaining momentum. It might be a great time to consider your property's potential.

Are you curious about what your home could be worth in this changing market? I'd be happy...

Rex AI is writing...

Refine

Clear & Generate New

Cancel

Insert

Send Email

to

from

subject

email text

Generate Email

Use Template

Attach Documents

Cancel

Send

## Why agents love it

- **Time savings:** Rex AI slashes hours off your daily admin work, letting you focus on clients and strategy.
- **Consistency and quality:** Every SMS and email appears polished, professional yet still personalised.
- **Ease of use:** Composing with just one click of a button.

Keep this guide handy, but let Rex AI do the heavy lifting.

[Explore Rex AI](#)

