



UNITED LEAD NETWORK  
EXCLUSIVE LEADS PROVIDER

# Real Estate Lead Generation Sample

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## Introduction (For All Scenarios)

Hi [Prospect's Name], my name is [Your Name] from [Company Name]. How are you today?

[Pause for response.]

I'm reaching out because we specialize in helping people buy, sell, or invest in real estate. Whether you're looking to sell your home, buy a new property, or explore investment opportunities, we have a variety of solutions that can help you achieve your real estate goals.

I'd love to learn more about what you're looking for and see how we can assist you.

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## Qualification Questions (For All Scenarios)

- 1. Full Name:**  
Could you please confirm your full name?
  - 2. Property Goals:**  
Are you looking to **buy, sell, or invest** in real estate?
  - 3. Location:**  
Where are you looking to buy or sell property? (If applicable)
  - 4. Timeline:**  
Are you planning to make a move soon, or are you just exploring your options right now?
  - 5. Budget:**  
If you're looking to buy or invest, do you have a budget or price range in mind?
  - 6. Property Type:**  
What type of property are you interested in? (e.g., residential, commercial, investment property)
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## 1. Callback Lead Handling (Real Estate):

### **Step 1: Confirm Interest**

- Would you be interested in scheduling a callback to go over your real estate needs in more detail?

### **Step 2: Schedule a Callback**

- When would be a convenient time for our agent to call you back and discuss your options?
  - **Morning**
  - **Afternoon**
  - **Evening**

### **Step 3: Verify Details**

- Let me confirm your details to ensure the callback is scheduled properly:
  - **Full Name:**
  - **Property Goals:**
  - **Location** (if applicable):
  - **Timeline:**
  - **Budget** (if applicable):
  - **Property Type:**

### **Step 4: Close the Conversation**

- Great! You'll receive a call from our agent [Agent Name] at [Scheduled Time]. Please expect the call, and thank you for your time!
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## **2. In-Person Appointment Handling (Real Estate):**

### **Step 1: Offer an In-Person Appointment**

- If you'd prefer, we can schedule an in-person meeting with one of our real estate agents to discuss your buying, selling, or investment plans. Would you be open to meeting with us?

### **Step 2: Schedule the Appointment**

- What day and time would work best for an in-person appointment?
  - **Option 1:** [Date/Time]
  - **Option 2:** [Date/Time]

### **Step 3: Verify Details**

- Let's confirm your details to ensure everything is set for the appointment:
  - **Full Name:**
  - **Property Goals:**
  - **Location** (if applicable):
  - **Timeline:**
  - **Budget** (if applicable):
  - **Property Type:**

#### **Step 4: Confirm the Appointment**

- You're all set for an appointment with [Agent Name] on [Date/Time] at [Location]. Please let us know if anything changes.
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### **3. Live Transfer Handling (Real Estate):**

#### **Step 1: Live Transfer Introduction**

- I can transfer you to one of our real estate agents right now, who can help you review your options and answer any questions you may have about buying, selling, or investing in property. Do you have a few minutes to speak with them?

#### **Step 2: Verify Details**

- Before I transfer you, let's quickly confirm your information:
  - **Full Name:**
  - **Property Goals:**
  - **Location** (if applicable):
  - **Timeline:**
  - **Budget** (if applicable):
  - **Property Type:**

#### **Step 3: Initiate the Transfer**

- Great! I'll transfer you now to [Agent Name], who will go over your real estate options and answer any questions you may have.

#### **Step 4: Close the Transfer**

- Thank you for your time, [Prospect Name]. You'll be speaking with [Agent Name] shortly.
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### **Common Rebuttals (For All Scenarios)**

- **Not Interested:**

"I understand. However, we work with a wide range of buyers, sellers, and investors, and we may have solutions that can help you achieve your goals. Would you be open to exploring some options at a later time?"

- **Already Working with a Realtor:**

"That's great! Many of our clients had realtors before but found that our services offered more targeted solutions or better options for their needs. Would you like to compare your current situation with what we can offer?"

- **Not Ready to Make a Move:**

"I completely understand. Whether you're ready to move forward now or later, we can help you explore your options and find the best path for your future real estate goals. Would you be open to discussing more when you're ready?"

- **How Did You Get My Information?:**

"We usually receive information through online inquiries or real estate directories that help individuals and businesses find real estate services."

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### **Final Confirmation (For All Scenarios)**

Before ending the conversation, confirm the following details:

1. Full Name
2. Property Goals (buying, selling, or investing)
3. Location (if applicable)
4. Timeline
5. Budget (if applicable)
6. Property Type
7. Next Steps (Callback, In-Person Appointment, or Live Transfer)

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### **Closing Statement:**

Thank you again for your time, [Prospect Name]. We're committed to helping you achieve your real estate goals, whether it's buying, selling, or investing. If you have any further questions, feel free to contact us at [Phone Number]. Have a wonderful day!