

Buyer Enquiry Phone Script

A simple framework for handling inbound buyer calls and qualifying interest fast.

FREE DOWNLOAD

Use this script as a guide, not a word-for-word read. The goal of every inbound call is: confirm interest, qualify the buyer, and book them into the next open - or a private inspection if they are hot.

THE OPENING

YOU SAY	"Good [morning/afternoon], this is [Your Name] from [Agency]. Thanks for calling about [property address] - great to hear from you."
ASK	"Can I grab your name and the best number to reach you on?"
	→ Always get their name first - use it throughout the call.
ASK	"What caught your eye about this property?"
	→ Their answer tells you exactly what to emphasise.

QUALIFY THE BUYER

ASK	"Are you looking to buy in the near future, or are you still in the research phase?"
	→ Hot buyers say 'actively looking'. Warm say 'a few months'. Note the difference.
ASK	"Have you had a chance to speak with a mortgage broker or bank about your borrowing capacity?"
	→ Pre-approval = serious. No finance discussion = may be early. Don't dismiss - educate.
ASK	"Is this property for yourself to live in, or are you looking at it as an investment?"
	→ Owner-occupiers and investors have very different motivations - adjust your pitch accordingly.
ASK	"Do you have a property to sell before you can buy, or are you in a position to move quickly?"
	→ Subject-to-sale buyers need a different conversation - note in your register.

INVITE TO INSPECT

YOU SAY	"The next open home is [day] at [time]. I would love to see you there - I can walk you through personally and answer any questions."
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IF HOT	"Actually, given what you have told me, would it work better for you to do a private inspection? I can arrange that this week."
	→ <i>Private inspections close faster than open homes - offer them to your best buyers.</i>
CLOSE	"Great - I will send you a confirmation text now with the address and time. What is the best email for any property info?"
	→ <i>Now you have their name, number, email, and qualification. That's a complete lead.</i>

COMMON OBJECTION - 'JUST BROWSING'

THEY SAY	"I am just having a look, not really serious yet."
YOU SAY	"Totally understand - that is actually the best time to come through. No pressure at all. What has drawn you to this area?"
	→ <i>Redirect to curiosity. Browser today = buyer in 6 weeks if you stay in touch.</i>

COMMON OBJECTION - 'WHAT'S THE PRICE?'

THEY SAY	"What are you expecting it to sell for?"
YOU SAY	"We are taking it to the market to find the true value - comparable sales in the area have been ranging from \$X to \$Y. Come and have a look and I can give you a better picture in person."
	→ <i>Never anchor a price on the phone. Get them through the door first.</i>

■ PRO TIP

The best agents do not just answer the buyer's question - they ask one back. Every inbound call is an interview. By the time you hang up you should know: their name, number, email, finance status, timeframe, and whether they are buying to live in or invest. Miss any of these and you are leaving a deal on the table.