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Real Estate Text & Email Script "What's The 1 Thing" - "Texting Tuesday"

Text Script

Buyer Script Variation 1

what's the 1 thing stopping you from buying a home this Spring
{lead_first_name}? lmk

Variation #2

morning {lead_first_name}, what's the 1 thing stopping you from buying
your dream home this Spring? lmk, thx

Variation #3

hey {lead_first_name} this is Josh with Nexa Mortgage (I work with GG
Sfreddo) what's the 1 thing stopping you from buying your dream home this
Spring? lmk, thx

Variation #4(Investor)

morning {lead_first_name}, what's the 1 thing stopping you from buying an
investment property right now? lmk, tn timer

Seller Script

curious what's the 1 thing stopping you from selling your property at
{lead_street} this Spring {lead_first_name}? lmk, thx

morning {lead_first_name}, curious what's the 1 thing stopping you from selling your property at {lead_street} this Spring? lmk, thx

👉 Email Script

Buyer Script

Subject:

what's stopping you {first_name}?

Body:

Curious, what's the 1 thing stopping you from buying a home this Spring {first_name}?

Let me know...

Thx - Josh

Seller Script:

Subject:

For {first_name} re: {lead_address}

Body:

Just curious {first_name}, what's the 1 thing stopping you from selling your home at {lead_address} this Spring?

Let me know, tn timer - Josh

Example Conversations

Sent text message

hey Robin, what's the 1 thing stopping you from buying your dream home right now? lmk, thx - Josh



May 09

Josh Schoenly
eXo Realty



May 09

10:14 am

Received text message

My credit score too low

RESPOND



May 09

10:42 am

Sent text message

Gotya, do you know your credit score right now (approximately). Reason I'm asking is we have programs starting at 500+. We also offer credit direction



May 09

10:53 am

Received text message

580 I think

RESPOND



Sent text message

Got it, happy to connect you with one of our credit direction specialist for a quick chat. When would you be available?



May 09

11:09 am

Received text message

After 5pm most days

RESPOND

Sent text message

hey Nicole, what's the 1 thing stopping you from buying your dream home right now? lmk, thx - Josh



May 09

Josh Schoenly



May 09

9:56 am

Received text message

Credit

RESPOND



May 09

10:24 am

Sent text message

Gotya, do you know your credit score right now (approximately). Reason I'm asking is we have programs starting at 500+











May 09

10:25 am


Received text message

Transition 562 me my man 532. 519

RESPOND

	Sent text message May 09 10:53 am Ok, We have certain programs that can work with 500+ would you like me to connect you with one of our zero down specialists?	
	Received text message May 09 10:54 am Sure I tried before n they said I couldn't but I'm open	RESPOND
	Sent text message May 09 11:03 am Great, when you would you be available for a quick chat?	
	Received text message May 09 11:10 am Later today I can	RESPOND
<hr/>		
	Sent text message May 09 9:49 am hey Dena, what's the 1 thing stopping you from buying your dream home right now? lmk, thx - Josh -- Josh Schoenly eXp Realty	
	Received text message May 09 12:36 pm Credit score/ no down payment	RESPOND
	Sent text message May 09 1:26 pm Got it, here's some info on one of our 0 down programs for down payment assistance https://wakeupre.com/downpaymentassistance	
	Sent text message May 09 1:26 pm also when would you be available for a quick chat with one of our zero down specialists?	

Follow up after no response




May 12
11:31 am

Sent text message

hi Dena, just making sure you got my last? interested in chatting with one of our zero down specialists?

--
Josh Schoenly
eXp Realty




May 12
5:26 pm

Received text message

Sure

RESPOND



May 12

Sent text message

Right on. I'll send a group text intro to Maria (one of our specialists) now.

Example Video Reply

<https://www.loom.com/share/0c364c4b705943fc85f2d8e95e83c07f>

Additional Replies

Are you still interested in learning about 0 down financing options.

Great when would you be available for a quick chat with one of our financing specialists? Would this afternoon work or would this evening be better?

Great when would you be available for a quick chat? Would later this morning work or would this afternoon be better?

Great when would you be available? Would later this afternoon work or would tomorrow morning be better?

Credit Score

Gotya, do you know your credit score right now (approx). Reason I'm asking is we have programs starting at 500+ we also offer free credit direction

Got it, tn timer we can definitely help. when would you be available for a quick chat with one of our financing specialists? Would later this afternoon work or would tomorrow morning be better?

gotcha, we'd be happy to help you create a plan to attack the DTI if you'd like?

It's like credit repair but more focused on getting folks mortgage ready.

Great! Are you looking for something for yourself to live in or an investment property?

Got it, here's some info on one of our 0 down programs for down payment assistance <https://wakeupre.com/downpaymentassistance>

also when would you be available for a quick chat with one of our zero down specialists?

Money/downpayment

Got it, we have 3 zero money down programs available right now, your next best steps would be to create a free account here: <https://joshvips.com/GregU> Or would you prefer to have a quick chat later this afternoon or would tomorrow afternoon be better?

yep that makes sense, would you like to chat with one of our zero down financing specialists?

gotya, we do have several low and zero down payment options available that we could explore with you if interested

Already Purchased

Terrific, congrats, if there is anything we can do for you don't hesitate to ask

Not interested

Got it thanks, if anything changes or if there is anything at all we can do for you don't hesitate to ask

happy to chat if/when ready to see if we can find something that would fit your needs

Rates

Got it, at what rate would you be interested?

they are expected to come down a few times over the next 12 months but doesn't look like anyone expects or projects them getting back in the 4s. that said we could explore buy downs as a way to get a lower rate if you're interested? lmk, thx

After they reply with rate

Got it, there are strategies for getting you to that 4% rate(for example a 3/2/1 buydown) would you be open to a quick chat to explore with one of our specialists?

We have over 200 wholesale lenders and over 4,000 private/hard money lenders we work with. Without more context and a quick convo it'd be very difficult to identify the program(s) for you...

Next day follow up:

GM, Just making sure you got my message from yesterday.

And send

just curious do you own a home now or you currently renting

Sorry Colleen our zero down mortgage specialist is booked until X. would X time work

Just browsing

got it tnx, are you still looking to purchase a home or just browsing?

gotya, is there a certain area you're looking in?(just so I can update your custom search alert for you)

"Update alert" and say got it, i'll update your custom alert to reflect that.




Got it, your next best steps would be to create a free account here:
<https://joshvips.com/GregU>. Or would you prefer to have a quick chat with Greg later this afternoon or is tomorrow morning better?

Additional Resources

"Downsizer" RENOS Check List

https://docs.google.com/document/d/1m4hIATzvrKRgGOydbH_hvF2nuR_57idcn0058YIU7mw/edit?usp=sharing

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