

10 Follow-Up Messages Every Real Estate Agent Should Have Saved

A practical AgentFlow starter kit for buyer, seller, open-house, dormant and past-client conversations.

The rule behind AgentFlow: every active lead should have a current stage, a clear next action and a date for that action.

These templates are starting points. Personalise them to the real conversation and verify every factual detail before sending.

FREE STARTER KIT

AgentFlow - Real Estate Lead Conversion OS

1. New buyer enquiry

Use after a buyer enquires about a property.

Hi [First Name], it's [Agent Name] from [Agency]. Thanks for your enquiry about [Property]. Happy to help. Are you mainly interested in this particular property, or are you currently looking more broadly in [Area]?

2. Buyer did not respond

Use as a simple second contact - not endless chasing.

Hi [First Name], just checking you received my message about [Property]. No problem if your plans have changed. If you're still looking around [Area], tell me roughly what you're after and I'll keep an eye out for anything relevant.

3. Property did not suit the buyer

Turn rejection of one property into better qualification.

Thanks for having a look today, [First Name]. Was it mainly the property itself, location or price that ruled this one out? If I know what missed the mark, I can be much more useful with anything else I send you.

4. Open-house same-day follow-up

Use after an attendee has inspected.

Hi [First Name], thanks for coming through [Property] today. I'd be interested to know what you thought once you've had a chance to consider it. If it isn't the right one, that's useful to know too - I may be able to point you toward something closer to what you're looking for. - [Agent]

5. New seller/appraisal enquiry

Establish intent without assuming the seller is ready now.

Hi [First Name], it's [Agent] from [Agency]. Thanks for getting in touch about [Property/Address]. Happy to help. Are you considering selling reasonably soon, or are you mainly trying to understand where the property sits in the market at this stage?

6. After an appraisal

Follow the actual conversation instead of sending a generic 'just following up'.

Thanks again for your time today, [First Name]. From our conversation, it sounded like [their stated priority] is particularly important to you. If any questions come up while you're considering your options, send them through. I'm happy to help.

7. Value-based no-response follow-up

Give the contact a reason to respond.

Hi [First Name], I came across [relevant property/update/information] and thought of what you mentioned about [requirement]. Let me know if you'd like me to send it through.

8. Permission close

Use when repeated chasing is no longer appropriate.

Hi [First Name], I don't want to keep filling your inbox if your plans have changed. I'll leave things with you for now. If you'd like help with [buying/selling] later, you're very welcome to get back in touch.

9. Dormant lead reactivation

Reopen an old conversation without pretending it happened yesterday.

Hi [First Name], we spoke a while ago when you were looking around [Area]. I was updating my notes and wondered whether you ended up finding somewhere or whether the move is still on your radar?

10. Past-client review request

Use after an appropriate completion point.

Hi [First Name], thank you again for trusting me to help with [buying/selling]. I really enjoyed working with you. If you felt well looked after, would you mind leaving a short review? It makes a real difference to my business. [Review Link]

The 30-second follow-up check

Before sending any message, check: **Who is this person? What actually happened last? What stage are they at? What is the useful next action? What facts or placeholders still need verification?**

That simple discipline is the difference between a message library and a lead-conversion operating system.

Want the complete system?

The full AgentFlow Lead Conversion OS is being designed around the entire journey: lead capture, qualification, follow-up, nurture, appointments, active clients, dormant reactivation, reviews and referrals - with a Lead Command Centre, daily working queue, Message Vault and AI personalisation workflow.

AgentFlow does not promise commissions or outcomes. It gives agents a structured process for managing follow-up more consistently and keeping fewer opportunities dependent on memory.

AgentFlow - Never wonder who to follow up, when to follow up, or what to say next.

Important: Adapt templates to your business, jurisdiction, agency policies and the real facts of each interaction. Do not use AI or templates to invent property facts, market statistics, prices, finance details or customer information.