Estate Agent Call Script

Agents rank buyers in seconds: proceedable, decisive, low-maintenance — or not. The script isn't about tricks; it's about signalling you're the first kind, then staying on their radar without being a pest.

HOW TO USE THIS — Keep it beside you when you phone agents. Use the structure, not the exact lines — it should sound like you on a good day.

01 The first call

- ☐ 'Morning — I'm an investor buying in [area]. Cash/mortgage arranged, no chain, and I can view this week.'
- ☐ 'I'm looking for [2–3 bed terraces / small blocks / anything needing work] up to £[X].'
- ☐ 'What have you got that's been sitting, had a fall-through, or where the vendor needs speed?'
- ☐ Take the valuer's name; thank them by name; confirm your number lands in their system

02 Questions that surface deals

- ☐ 'Anything coming to market in the next fortnight I could see early?'
- ☐ 'Any probate or landlord-selling-up instructions on your books?'
- ☐ 'Where are vendors being unrealistic? I'll make fair offers on stale stock.'
- ☐ 'Who handles your withdrawn listings? Sometimes those vendors still want out.'

03 Being the buyer they call first

- ☐ View within 48 hours of any call — reliability is the entire currency
- ☐ Offer or pass within 24 hours of viewing, with one clear reason either way
- ☐ Never renegotiate without new evidence; agents remember chip-merchants
- ☐ A short update call every two weeks: 'still buying, criteria unchanged'
- ☐ When you complete, tell them what worked — you're building the next deal