

# Cold-agent recruiting script for a clear introduction



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When an agent does not know you, make your identity and reason for contacting them clear immediately. The first conversation is an invitation to assess relevance. It does not need a guessed production goal or an argument about why their current brokerage is inadequate.

The dialogue below is an illustrative recruiting example. Use your brokerage's approved contact process, confirm that the opportunity exists and replace bracketed details with verified information. A publicly listed phone number is not, by itself, a reason to assume the person wants recruiting calls.

## Ask whether the conversation is welcome

"Hi [name], this is [your name] with [company]. We haven't met. I'm recruiting for [specific role or affiliation opportunity] in [area], and I wanted to introduce myself. Are you open to a brief conversation about it?"

If the agent says no, stop. If they ask where you found their information, give the accurate source. Do not imply a referral or prior relationship that did not occur.

If they are willing to continue, describe the opportunity in a sentence before asking about their business.

"The role involves [actual work], with [specific support] and [key expectations]. What would you need to know to decide whether a longer conversation is worthwhile?"

## Answer the question they actually ask

An agent may ask about compensation, fees, location, lead assignment or how much independence the arrangement allows. Give the current terms you can verify. If you need to check something, name the question and offer to return with the answer through an agreed channel.

Avoid reciting every tool the company subscribes to. Explain the operational support relevant to this agent's stated question, including any limitations or costs. Do not assume that a visible transaction count captures their entire business.

"The current arrangement is [verified answer]. If you want to examine it, I can provide [actual written terms or information] and introduce you to [person responsible for that work]."

## Respond plainly to the outcome

**Interested:** agree on a useful next step, the person who should attend and the questions to cover.

**Busy:** ask whether they want to suggest another time. If they do not, close the conversation without treating the response as a standing follow-up invitation.

**Not interested:** "Understood. Thank you for your time." Respect any request for no further contact through the approved process.

If you reach voicemail, use the [brief voicemail example](#) instead of trying to fit the full recruiting discussion into a recording.

If the opportunity itself needs a clearer explanation, [Talk through your next move](#).

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