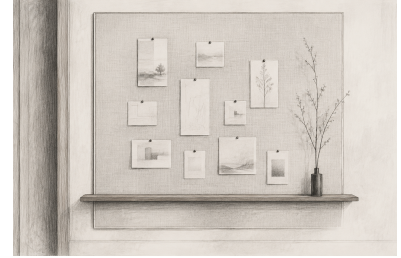


Lead-offering recruiting script for real estate teams



Editorial illustration. | September 2026 edition

A lead offering gives you a specific reason to talk with an agent. Before using it to recruit, be ready to explain where the inquiries come from, how they are assigned, what the agent pays and what work is expected. An inquiry is not a promised client or closing.

The example below is for a team or brokerage that actually provides leads. Replace every bracketed field with verified information and use your brokerage's approved contact process. The dialogue is illustrative, not a record of a client conversation.

Start with the actual offering

"Hi [name], this is [your name] with [company]. I'm responsible for recruiting for [team or office]. We provide [accurate description of the lead source and assignment process], and I'm looking to speak with agents who might want that kind of support. Is this a good time for a brief introduction?"

If they are open to talking, ask what they would want to understand before considering the offering. Do not assume they need more leads or are dissatisfied with their current business.

"How does new business reach you now? Where, if anywhere, would additional support be useful?"

Make the details available

Prepare a short explanation of the source, geography, assignment rules, any exclusivity, response expectations and tracking. If you cite historical lead volume, name the period and explain how it varied. Do not turn an average into an individual guarantee.

When an agent asks about compensation, answer what you can accurately explain now. Bring the written terms to any further discussion, including fees and how personally generated business is treated. Avoid dismissing their family or referral business to make the offer sound more attractive.

“For company-generated inquiries, the current terms are [verified terms]. Personally generated business is handled under [actual terms]. I can walk you through the written arrangement and the work expected, so you can assess whether it fits.”

If a detail is uncertain, say you will check it. A system's activity signals may help organize follow-up, but they do not establish a person's readiness or likelihood of buying.

Invite a useful next conversation

“Would it be useful to look at the lead process and the numbers together? We could cover the source, the work involved and the costs before either of us decides whether to go further.”

If the agent declines, thank them and end the pitch. If they agree, settle the time and their preferred confirmation method. Record the questions you need to answer; do not substitute a promised production increase for those answers.

For a broader role conversation, see the [buyer-agent recruiting example](#).

If you want help making your recruiting offer clear and credible, [Talk through your next move](#).

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