

New-location recruiting script for a real estate office



Editorial illustration. | September 2026 edition

A new location gives a recruiting conversation a concrete subject. Explain what the location makes possible for an agent: where it is, what work happens there, who provides support and when those services are available. An address alone does not establish a better business arrangement.

Use this illustrative script only when the opening and opportunity are real. Confirm whether the office is open or planned, and use that status accurately. Follow your brokerage's approved contact process.

State the opening accurately

"Hi [name], I'm [your name] with [company]. We [have opened / are planning to open] a location in [area], and I'm responsible for recruiting for it. The office will support [accurate description of the work or team]. Would you be open to a short introduction?"

Choose the correct opening status rather than reading both options. If an opening date is tentative, say so. Do not describe planned staff, facilities or services as already available.

If the agent is interested, find out whether the location would be relevant to their work.

"How would an office in [area] fit the way you work? What would you want to know about the people, facilities or support there?"

Prepare the practical details

- The verified address, current status and available hours.
- The person responsible for day-to-day support and what they handle.
- The spaces or facilities available to agents, including any booking arrangements.
- The role or affiliation being discussed, with its actual fees, expectations and compensation terms.
- What is still being established and how you will communicate changes.

Answer from the current plan or written arrangement. Avoid claims that the agent's present company could never offer comparable support. Let them evaluate the difference.

Offer a visit with a purpose

"If the location seems useful, we could arrange a visit to meet [actual responsible person] and go through [questions the agent raised]. Would you like to do that?"

For a location that is not ready to visit, offer only a next step you can deliver. Confirm the agreed address or meeting link, time and attendees through the agent's preferred channel.

If they decline, end the invitation courteously. Do not turn a refusal into an automatic request for another agent's name. For a more general introduction, see the [cold-agent recruiting example](#).

To work through the operating and recruiting decisions behind an expansion, [Talk through your next move](#).

[Read the article online](#)