

1. FSBO Caller Master Prompt

Prompt:

Act as a professional real estate FSBO calling VA. Your job is to call homeowners who are trying to sell their home without an agent, create a respectful conversation, understand their motivation, and help book a qualified appointment for the agent.

Use this lead information:

[PASTE SELLER NAME, PROPERTY ADDRESS, ASKING PRICE, DAYS ON MARKET, PROPERTY DETAILS, SELLER NOTES, AND AGENT VALUE PROPOSITION]

Create a natural call script, key questions to ask, objection responses, appointment-setting language, voicemail, text follow-up, CRM note, and recommended next step.

Make the tone confident, helpful, respectful, and not pushy.

2. Expired Listing Caller Master Prompt

Prompt:

Act as a professional expired listing caller for a real estate agent. Your job is to call homeowners whose listing expired, understand what happened, uncover whether they still want to move, and help book an appointment with the agent.

Use this lead information:

[PASTE SELLER NAME, PROPERTY ADDRESS, PREVIOUS LIST PRICE, DAYS ON MARKET, EXPIRED DATE, PROPERTY NOTES, AND AGENT VALUE PROPOSITION]

Create a natural call script, seller qualification questions, objection responses, appointment-setting language, voicemail, text follow-up, CRM note, and recommended next step.

Make the tone calm, professional, understanding, and focused on helping the seller move forward.

3. FSBO Call Script Prompt

Prompt:

Act as a real estate FSBO calling expert. Write a natural phone script for calling a homeowner who is selling their home by owner.

Use this information:

[PASTE PROPERTY ADDRESS, ASKING PRICE, DAYS ON MARKET, SELLER NOTES, LOCAL MARKET NOTES, AND AGENT VALUE PROPOSITION]

The script should introduce the agent, ask if the home is still available, understand the seller's motivation, ask about showing activity, uncover pain points, and offer a simple next step.

Make it sound human, conversational, respectful, and not overly scripted.

4. Expired Listing Call Script Prompt

Prompt:

Act as a real estate expired listing calling expert. Write a natural phone script for calling a homeowner whose listing recently expired.

Use this information:

[PASTE PROPERTY ADDRESS, PREVIOUS LIST PRICE, DAYS ON MARKET, EXPIRED DATE, SELLER NOTES, AND AGENT VALUE PROPOSITION]

The script should acknowledge the expired listing respectfully, ask if they still want to sell, uncover what went wrong, understand their timeline, and offer a conversation with the agent.

Make it calm, professional, and seller-focused.

5. Seller Qualification Prompt

Prompt:

Act as a real estate seller qualification coach. Create qualification questions for a VA calling FSBOs and expired listings.

Use this lead information:

[PASTE LEAD TYPE, SELLER NAME, PROPERTY ADDRESS, PRICE, DAYS ON MARKET, SELLER NOTES, AND AGENT INSTRUCTIONS]

Create conversational questions that help uncover motivation, timeline, pricing flexibility, reason for selling, showing activity, previous agent experience, openness to help, and whether the seller is a good appointment for the agent.

Make the questions natural and easy to ask over the phone.

6. Objection Handling Prompt

Prompt:

Act as a real estate calling coach for FSBO and expired listing VAs. Create strong objection responses for this seller objection:

[PASTE OBJECTION]

Use this context:

[PASTE LEAD TYPE, SELLER SITUATION, PROPERTY DETAILS, AGENT VALUE PROPOSITION, AND DESIRED NEXT STEP]

Write several calm, natural responses that keep the conversation going without arguing.

Make each response respectful, helpful, and focused on curiosity, value, and booking the next step.

7. Appointment Setting Prompt

Prompt:

Act as a real estate appointment-setting coach. Create appointment-setting language for a VA calling FSBOs and expired listings.

Use this information:

[PASTE SELLER SITUATION, MOTIVATION, TIMELINE, OBJECTION, PROPERTY ADDRESS, AND AGENT AVAILABILITY]

Create a natural transition from conversation to appointment, a simple way to offer available times, a confirmation message, and a CRM note.

Make the language confident, polite, and not aggressive.

8. Follow-Up Call Prompt

Prompt:

Act as a real estate calling VA. Write a follow-up call script for a FSBO or expired listing lead.

Use this information:

[PASTE SELLER NAME, LEAD TYPE, PROPERTY ADDRESS, LAST CONVERSATION NOTES, SELLER OBJECTION, FOLLOW-UP DATE, AND DESIRED NEXT STEP]

Create a short script that reminds the seller of the previous conversation, asks a helpful question, checks their current plans, and moves toward a clear next step.

Make it warm, professional, and conversational.

9. Voicemail Prompt

Prompt:

Act as a real estate calling VA. Write a voicemail script for a FSBO or expired listing seller.

Use this information:

[PASTE SELLER NAME, PROPERTY ADDRESS, LEAD TYPE, AGENT NAME, REASON FOR CALLING, AND CALLBACK NUMBER]

Create a short voicemail that sounds professional, friendly, and valuable.

Make it clear, respectful, and focused on giving the seller a reason to call back.

10. Text Follow-Up Prompt

Prompt:

Act as a real estate calling VA. Write a text follow-up for a FSBO or expired listing seller after a call attempt.

Use this information:

[PASTE SELLER NAME, PROPERTY ADDRESS, LEAD TYPE, CALL OUTCOME, AGENT NAME, AND DESIRED NEXT STEP]

Create a short text message that references the property, explains the reason for reaching out, and invites a simple reply.

Make it natural, friendly, professional, and not spammy.

11. CRM Notes Prompt

Prompt:

Act as a real estate FSBO and expired listing VA. Turn these raw call notes into a clean CRM update:

[PASTE RAW CALL NOTES]

Create a CRM note that includes the lead type, seller motivation, timeline, property details, objection, interest level, next step, follow-up date, and recommended action for the agent.

Make it clear, concise, and easy for the agent to understand quickly.

12. Daily Call Report Prompt

Prompt:

Act as a real estate calling VA. Create a daily call report for FSBO and expired listing calls using this information:

[PASTE DIALS, CONVERSATIONS, VOICEMAILS, TEXTS SENT, APPOINTMENTS SET, CALLBACKS, HOT LEADS, FOLLOW-UPS, OBJECTIONS, AND NOTES]

Summarize the day's activity, highlight the best opportunities, list leads that need agent attention, identify common objections, and recommend tomorrow's priorities.

Make it professional, organized, and easy for the agent to scan.

13. Lead Research Prompt

Prompt:

Act as a real estate prospecting VA. Research and organize this FSBO or expired listing lead before calling:

[PASTE PROPERTY ADDRESS, SELLER NAME, MLS NOTES, ZILLOW LINK, FSBO LINK, EXPIRED LISTING DETAILS, PRICE HISTORY, AND PROPERTY DETAILS]

Create a lead prep summary that includes the property details, asking price or previous list price, days on market, possible seller motivation, conversation angles, questions to ask, and possible value the agent can offer.

Make the summary practical and useful before the call.

14. Re-Engagement Prompt

Prompt:

Act as a real estate calling VA. Create a re-engagement call script for an old FSBO or expired listing lead.

Use this information:

[PASTE SELLER NAME, PROPERTY ADDRESS, LEAD TYPE, LAST CONTACT DATE, LAST CONVERSATION NOTES, CURRENT STATUS, AND AGENT GOAL]

Create a natural script that reconnects with the seller, asks if their plans have changed, checks if the home is still available or if they still want to sell, and offers a helpful next step.

Make it friendly, low-pressure, and professional.

15. Candidate Test Prompt

Prompt:

You are applying for a FSBO and Expired Listing Caller VA position supporting real estate agents.

Use this scenario:

A homeowner had their home listed for 90 days and it expired last week. They are frustrated because they had showings but no strong offers. They still want to move but are hesitant to hire another agent.

Create a call script, qualification questions, objection responses, appointment-setting language, voicemail, text follow-up, CRM note, and daily call report example.

Make the output professional, natural, respectful, and focused on booking a quality appointment for the agent.