WHATSAPP SALES SCRIPT SYSTEM FOR REALTORS

Every part is created for Nigerian property buyers, including diaspora, investors, professionals, and first-time buyers.

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CALL SCRIPTS FOR YOUR LEADS

Hello [Client Name], this is [Your Name] from [Your Company].

You recently made an enquiry on our website about our property in [location of property]. Is this a good time to talk for 2 minutes?"

Wait for response

I see you mentioned you're looking to [*buy next month and possibly inspect soon* (this is based on what they fill on the form)]. Is that still the case?

Wait for response

The good news is our Ibadan estate comes with a C of O title, which legally protects you from any family disputes or government takeovers.

I believe this is the kind of property you are also interested in right?

Wait for response

In fact, plots here have increased in value within months, and we just concluded the first batch of allocation in some weeks ago

The next step is for us to schedule a site inspection so you can see the land yourself.

Would [Day/Date] work for you?" **OR** We actually have inspection slots available [this weekend/next week].

Wait for response

Common Objections & Responses

1. “I need to talk to my spouse / family first.”

➡️ *Acknowledge + keep momentum*
“I completely understand, it’s an important decision. Here’s what I suggest; we schedule an inspection so both of you can see the land and documents. That way, when you discuss it at home, you’ll be making the decision with full information. Would you prefer weekdays or weekend for that?”

2. “The price is too high.”

➡️ *Reframe price as value + appreciation*
“I hear you. What most of our buyers like is that land in this area appreciates fast. For example, prices here have increased by [X%] in the last [Y years]. So what looks high today is actually cheaper compared to what it will be in 6–12 months. Plus, we offer flexible payment plans to make it easier. Would you like me to share the installment breakdown?”

3. “Let me think about it.”

➡️ *Clarify what they need to think about*
“Absolutely, it makes sense to think it through. Just so I can support you better—are you mainly thinking about the location, the payment plan, or the timing? Once I know, I can send you specific details to help your decision.”

4. “I’ll call you back.”

➡️ *Set a clear follow-up*
“Sure, no problem. Just so we’re on the same page, when would be a good time for me to reach you again. later today or tomorrow morning? That way I don’t disturb you at the wrong time.”

5. “I’ve heard of land disputes, I don’t want problems.”

➡️ *Reassure with title & inspection invite*
“I completely understand, that’s a very valid concern. The good news is our estate is covered with a [C of O / Registered Survey], which means no omo-onile or family dispute issues. You’ll even see the documents yourself during inspection. Would you like me to reserve a slot for you this [Saturday/Sunday] so you can confirm?”

6. “I’m not in town / I’m abroad.”

➡️ *Offer digital & proxy options*
“No worries at all, we work with a lot of diaspora buyers. We can arrange a virtual inspection via WhatsApp video, and if needed, someone you trust here can represent you. Plus, all documents can be signed electronically. Should I send you the virtual inspection details?”

7. “I don’t have the money ready now.”

➡️ *Position flexible entry*
“That’s okay, most of our clients don’t pay everything at once. With an initial deposit of just ₦[X], you can secure your plot and then spread the balance over [X months]. This way you don’t miss out while you’re still getting funds ready. Would you like me to send you the installment plan?”

WHATSAPP MESSAGE SEQUENCE TO ACTIVATE COLD LEADS

Here are **3 WhatsApp re-engagement templates** (each with a slightly different angle you can test):

1. Friendly Check-In (Personal Angle)

Hi [Name], it's been a while since we last spoke
How have you been?

I remember you showed interest in land opportunities some time ago, and I thought to check in because a lot has changed in the market recently (new developments, price shifts, etc).

Out of curiosity, are you still open to exploring property options (this year)?

2. Market Update Hook (Authority Angle)

Hello [Name], hope you're doing well.
I just wanted to quickly reach out because land values around [area relevant to their past interest] have been rising steadily over the last few months

Many of my past clients who were once "just exploring" are glad they didn't wait too long.

Quick question: if you found a property deal that checked all the right boxes (location, flexible payment, good title), would you want me to share it with you?

3. Exclusive Opportunity (Scarcity Angle)

Hi [Name], it's been a while, and i hope you're fine!
I thought of you today because something new just came up and it reminds me of what you were originally looking for.

It's a property option that people are already rushing for, but before I say more, I wanted to ask: are you still open to considering land investments this quarter?

Follow-Up 1 (When They Say Yes)

That's great to hear, [Name]! 🙌

I actually have something that might interest you. We currently have a property offer that's **all-inclusive** (no hidden charges) and comes with full documentation:
📄 Deed of Assignment
📐 Provisional Survey
📄 Copy of C of O
🖋️ Contract of Sales
🧾 Receipt of Payment

Plus, we made the payment super flexible with convenient instalment plans

Would you like me to share the available plot sizes and prices with you now?

Follow-Up 2 (When They Say Yes)

Awesome, [Name]! Let me give you a quick picture before I share the prices 👇

This property is located at **[insert location — e.g., Ibeju-Lekki, right in front of the new Lekki International Airport]**, which is one of the fastest-growing corridors in Lagos. Investors who bought land in this axis just 2–3 years ago have already seen values appreciate by over 40–60% 🚀

The best part is:
✅ It's **all-inclusive** (no hidden fees, you get your Deed, Survey, Contract, and even Copy of C of O once you're on a plan)
✅ Flexible **installment options** so you don't have to strain yourself financially
✅ Safe and secure documentation — meaning your investment is protected

Now for the options:

- **300sqm** – ₦30M
- **500sqm** – ₦50M
  (Initial deposit: ₦3M, balance spread conveniently up to 12 months)

Would you like me to also share pictures/videos of the site so you can visualize it better? 📸

Follow-Up 3 (Closing)

We're currently fixing inspection schedules for this week, and I'd like to lock in a slot for you. Which day would you prefer?

General Call/WhatsApp Script Flow Variations by Lead Type

The introduction of this flow is segmented based on the category of leads you generate.

- **Hot Buyers:** Those who are ready to buy within a short time
- **Warm buyers:** Those who are ready to buy in 2-3 months
- **Long-Term Buyers:** Those who are ready to buy 6+ months
- **Sceptical Buyers:** Thise who are uncertain
- **Enquirers:** Those asking on behalf of their friends/prospects

THE SCRIPTS

1. Hot Buyers (Next Week / Next Month)

“Hi [Name], this is [Your Name] from ME Realty. You recently showed interest in land in Ibadan and mentioned you’re looking to buy around [their timeline]. We actually have inspection slots available [this weekend/next week]. Would you prefer weekdays or weekend to come see the site?”

2. Warm Buyers (2–3 months)

“Hello [Name], this is [Your Name] from ME Realty. Thanks for your enquiry on our Ibadan property. I see you’re planning towards [Month]. That’s a smart window because prices in that axis are moving up quickly. Can I share with you the current offer and flexible payment plan so you lock in before prices rise?”

3. Long-Term Buyers (Next year, December, 6+ months)

“Hello [Name], this is [Your Name] from ME Realty. I see from your enquiry that you’re considering buying towards [their timeline]. That’s perfect, we usually recommend early planning so you can spread payment comfortably. Would you like me to send you our installment options so you can review ahead of time?”

4. Skeptical Buyers (Land disputes, safety concerns)

“Hello [Name], this is [Your Name] from ME Realty. I saw your concern about land ownership issues, and I completely understand. The good news is our Ibadan estate comes with a **C of O title**, which legally protects you from family disputes or government takeovers. When would you be available for inspection so you can see the property and documents yourself?”

5. Enquirers (For someone else / Diaspora)

“Hello [Name], this is [Your Name] from ME Realty. You made an enquiry about land in Ibadan on behalf of someone else. Are they based here in Nigeria or abroad? … Okay, perfect. We usually send full property details to both you and the buyer, then schedule inspection when convenient. Would you like me to send the details directly to you or connect with them as well?”

WHEN YOU SEND THE FIRST LINE (DEPENDING ON THE KIND OF LEAD) AND THEY ARE NOT WILLING TO INSPECT, FOLLOW UP WITH THE LINES BELOW

If they hesitate / not sure:
“No worries, I completely understand. Let me ask you, what’s most important for you when buying this property: is it the location, the title/security of the land, or flexible payment options?”

(Let them answer — this reveals their hot button.)

BASED ON THEIR RESPONSE SEND THE APPROPRIATE RESPONSE FROM BELOW

If they say “location”:
“Perfect, you’ll love this. The estate is in [insert key location advantage, e.g. *Moniya with direct access to New Ife Road*]. That means your land will appreciate quickly and you’ll always have easy access to town.”

If they say “title/security”:
“I totally get you. That’s why this estate comes with a government-approved [C of O / Registered Survey / Excision insert what applies]. No family disputes, no omo-onile issues. Everything is verified.”

If they say “payment”:
“That’s fine, we have a flexible plan. With an initial deposit of just ₦[X], you can spread the balance over [X months]. This way, you don’t feel pressured financially.”

THEN SEND THIS NEXT

Next Step (Closing for Inspection)

“Based on what you shared, the best way is for you to see the land yourself. We can arrange a free site inspection where you’ll also review the documents. Would [Saturday morning] or [Wednesday afternoon] work better for you?”

If They Still Don’t Commit Immediately

“No problem. I’ll send you our brochure with the payment plan and directions to your WhatsApp. This way, you can review before we schedule inspection. Is that okay?”

COLD → WARM CONVERSION FLOWS

Goal: turn a stranger into someone who trusts you enough to talk.

1.1. When someone messages you from an ad

Prospect: "Hi, I'm interested."
You:
Hello 👋
Great to have you here.
My name is **[Name]**, a certified Realtor helping people secure safe, high-appreciation properties in Lagos & beyond.

Before I share details, may I ask:
Are you buying for investment or personal use?

(This question immediately pulls them into a conversation.)

1.2. When someone just says "How much?"

Prospect: "How much is the land?"

Response 1:
The current price is ₦[price].
Are you looking at securing a plot immediately or coming for inspection first? I can guide you based on where you are in the process."

Response 2:
The price currently starts from ₦[price].
What many investors love about this estate is the appreciation speed.

Response 3:

Price is ₦[price].
We're currently preparing buyers for the upcoming allocation on [date], so if you want to be included, I can guide you on the next steps."

1.3. When someone doesn't respond after your first message

You (after 24 hours):

Hi 👋
Just checking in on the message I sent earlier.
Let me know when you're free — I'll send the details that fit your budget perfectly.

Response 1:

Hi, I just secured updated info on the estate. price change is coming soon.
If you want, I'll share the new details so you can take advantage before the increase.

Response 2:

Quick update; two clients (one in Lagos, one in UK) just reserved plots in the estate you asked about.
If you still want info, I can send the latest availability."

Response 3:

I didn't want to disturb you earlier.
But if you're still exploring property options, I can send you a quick breakdown to help you avoid common mistakes buyers make.

When they still don't respond (Days/weeks later)

Response 1:

Hi [Name], I wasn't sure if your plans changed, so I paused your request.
Before I close your file, would you still like info about the property?

Response 2:

Before I move on, here's something you'll find useful — this axis appreciated by 35–60% in the last 12 months.
I can share the data if you're still looking to buy smart.

Response 3:

Allocation for early buyers is closing soon. I didn't want you to miss out if this property still interests you.
Should I keep your slot open or close it?

Response 4:

I understand how busy things get, especially abroad.
Just one quick question are you still considering buying this year, or should I update your timeline?"

Response 5:

Hi [Name], this will be my last message so I don't disturb you.
If you'd still like details, just reply 'Hi'.
I'll take it from there."

FULL WHATSAPP FOLLOW-UP SEQUENCE

These are the exact follow-up messages top realtors use.

Day 1 – Follow-up #1

Hello 👋
Just following up on our last chat.
Would you like me to run the numbers for you so you see how this property fits your budget?

Day 3 – Follow-up #2

Hi, quick update:
We have **limited plots** left on the flexible plan.
If you want, I'll reserve one for you pending your decision.

Day 5 – Follow-up #3

Hello,
I'm sending updates to all interested prospects today.
Should I include you?

(Simple. Zero pressure. Gets responses.)

Day 7 – Follow-up #4

Hi 👋
I just finished an inspection at the estate.
Video is ready — should I send it to you?

(They almost always reply "Yes.")

Day 10 – Follow-up #5

Hello,
The company just announced a likely **price review**.
Do you want me to share the new projections?

Day 14 – Follow-up #6 (Final gentle nudge)

Hi,
If you're no longer considering the property, it's totally fine.
Just let me know so I update my list 🙏
If you still are, I'll guide you properly.

This message often reactivates dead leads.

CHAT TEMPLATES (Ready-to-Use)

5.1. Price Breakdown Template

Here is the breakdown as requested:
📍 Location:
📄 Title:
💰 Price:
💳 Initial Deposit:
📅 Payment Plan:
🚧 Development Status:
🎯 Why this property is hot:
1.
2.
3.
Should I check availability for you?

5.2. Qualification Template

To guide you properly, may I confirm:
1️⃣ Are you buying for investment or personal use?
2️⃣ What's your budget range?
3️⃣ Do you prefer flexible payment?

BONUS: “THE CLOSER SCRIPT”

Use this when the buyer is 70% ready but dragging.

You:
Let me ask you one quick question…
If money wasn’t the issue, would this be the property you want to secure?

If they say YES → it’s a price/plan issue.
If they say NO → they need alternative options.