Use these scripts to reach out to your connections and remind them that you can help them with any real estate needs they or their friends might have.

There are many ways to touch base with your network with these scripts. The DM script can be modified into a voicemail that you send directly to your contacts’ inboxes using a service like SlyDial.com, or you could film a video to send over Facebook or Instagram messenger.

**Phone Script**

**Phone Outreach Script:**

Hi [NAME], this is [YOUR NAME] at [COMPANY].  
  
How have you been?  
[pause for response]

I’m reaching out because I recently came across some fascinating insights about home remodeling projects with the highest return on investment and shared them in a blog post. I thought you might find it helpful!  
[pause for response]

For example, replacing a garage door can give you nearly 194% ROI, and a steel entry door replacement offers over 188% ROI. These are small changes that can make a big impact, especially if you’re thinking about selling or just want to enhance your home’s value.

Do you mind if I ask—are you planning any home improvements or considering any real estate moves in the near future?  
[pause for response]

That’s great to hear! If you’d like advice on which updates could make the biggest difference or need recommendations for local contractors, I’d be happy to help. Let’s stay in touch!

**Text / DM Script**

Hi [Name], it’s [Your Name] from [Company]!

I wanted to share some insights from my latest blog post: Small home upgrades like replacing a garage door (193.9% ROI) or a steel entry door (188.1% ROI) can make a big impact on your home’s value.

Are you planning any updates or thinking about buying or selling soon? Let me know if you’d like to chat about which projects might work best for you!