

The Essential Agent's Guide to Handling Initial Lead Inquiries

The first interaction with a lead is critical. Our goal is always to **answer their immediate question clearly** while simultaneously **securing their contact information** to move them into our sales process.

Part 1: Responding to Common Online Inquiries (Facebook, Marketplace, etc.)

Inquiries from social media are often brief and demanding. Speed and politeness are key to standing out.

Common Inquiry	Agent Action: How to Respond	Rationale
"DETAILS?"	If the lead is clearly asking about the specific property in the ad: "Hello! Thanks for your interest. I'd be happy to send you the full details, including the floor plan and property features, right now. Could you please share your name and the best email address or Viber number for me to send that to?" If you are unsure which property they mean: "Thanks for reaching out! To make sure I send you the right information, could you please tell me the name or location of the property you are interested in?"	Directly answers the query and immediately asks for key contact information. This moves the conversation off the platform.
"SAMPLE COMPUTATION"	"I'd love to prepare a personalized sample computation for you! Which specific unit or lot size are you interested in? Also, what is your name and the best number or email where I can send the breakdown?"	Avoids sending generic numbers. This forces the lead to commit to a specific interest, which is a better qualification. The request for contact info is a natural next step.
"PRICE?"	If the price is explicitly advertised: Simply state the price clearly. E.g., "The cash price for this house and lot is . Would you like me to send you a full price list with financing options?" If the price is based on size (e.g., lots): "Our lot price starts at per square meter. The specific price depends on the lot size and location you choose. May I ask what square meter range you are looking for?"	Be transparent but don't stop the conversation. Price is often the first filter for buyers, but we must offer more information to keep them engaged.

Part 2: Handling Text Message/SMS Inquiries

Leads who text often want immediate, straightforward information. We must prioritize getting their name to establish a professional relationship and confirm their preferred communication channel.

The 2-Step Lead Capture Process

Your goal for every text inquiry is to execute this simple, two-step script:

Step 1: Secure Their Name and Initial Politeness

This script establishes a professional tone and immediately gets the most basic piece of contact information.

Agent Reply:

"Hi, good day! I'd be happy to help you with your inquiry. May I please know your name so I can properly address you? Thank you!"

Step 2: Move the Conversation to a Richer Channel (Viber, Email, WhatsApp)

Once the lead provides their name, immediately pivot to asking for their requirements and moving to a channel that supports photos, videos, and documents.

Agent Reply (after they give their name):

"Thank you, [Lead's Name]. To make sure I send you the most relevant details and photos, may I know your requirement (e.g., location, budget, number of bedrooms)? Is this number also your Viber/WhatsApp so I can send the complete portfolio?"

Key Takeaways for SMS

- **Never** send property details in the first text. You'll lose the opportunity to capture their information.
- **Always** try to move them to Viber/WhatsApp or email. These platforms are better for sharing media, and their contact information is more secure.
- **Use the lead's name.** Once you have it, use it in subsequent replies to build rapport.

Part 3: Enhancing Lead Qualification (Pro Tips)

While answering their question, always try to gather more information to qualify the lead and save your time.

Three Essential Qualifying Questions to Work Into Your Replies:

1. **Budget & Term:** "What is your approximate budget, and are you looking for cash or installment payments?" (This is crucial for providing the correct computation.)
2. **Timeline:** "When are you planning to purchase? Are you looking to move in this year, or is this for a future investment?" (This tells you how warm the lead is.)
3. **Needs:** "Is this for a family home or for investment purposes?" (This helps you know how to pitch the property features.)