



# Scripts for Reconnecting with Past Clients

## Introduction

Your client just closed on their transaction. During the preceding months (or years!), you have become great friends. You both promise to stay in touch. What typically happens next is that we get busy with our current clients and life in general. Three months have passed before we know it, and we haven't been in touch with our past client as we promised. You are not alone. Falling out of touch with past real estate clients happens to many of us. Knowing how to reconnect helps tremendously. The following scripts help you reconnect with past clients and may generate repeat business and referrals.

## Value of Staying Connected

NAR conducted a buyer survey in 2024 that revealed: "88% of buyers would use their agent again or recommend their agent to others." However, multiple surveys show that anywhere from 83-89% of buyers end up using another real estate agent on their next transaction. Most buyers said they didn't use the same agent because they couldn't remember their name. You must keep in contact, or you will lose your past clients to another agent. Don't depend on that refrigerator calendar magnet with your business card attached to do the job.

It is never too late to reconnect. You can re-establish the relationship with a simple call. Once you are reconnected, you can add the past client to your CRM and start sending them your real estate newsletters or place them on a real estate drip email campaign.

## Reconnect Scripts

### 1. Reintroduce Yourself

Given what we know, that most past clients won't remember our name, simply reintroducing yourself will cover up any awkwardness. Let them know how you know them.

"Hi Joan, this is Laurie Popp from Popp Realty. I know it's been a while since we worked together selling (or buying) your home on 123 Main Street."

### 2. Acknowledge Your Absence

More often than not, your past client won't be wondering why you haven't called them before now, but it's nice to acknowledge that you would like to be in contact more often going forward.

"I'm sorry that I haven't been in touch more since you've moved. How have you and your family been?"

### 3. Remind Them of Your Value

Regardless of whether your past client is currently contemplating a move or not, your expertise still offers them value. Now is the time to remind them that you can provide information for all things real estate-related.

"I'm reaching out to you because the market has changed dramatically since you bought your home. I'm happy to prepare a market analysis if you're interested. Or if you are looking to do a few projects around the home, I can recommend several reputable (contractors, landscapers, etc.)."



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## 4. Update Their Contact Information

Make sure you have their correct email address and update your real estate CRM. You can start email marketing to keep in touch with your past clients as they are an excellent source of repeat business or referrals.

"Hey, Joan, while I've got you on the phone, let me make sure I have your most current email address. If it's all right with you, I'd like to send you emails about homeownership and real estate trends. What's your email?"

## 5. Appreciate Referrals

Some of your best real estate leads come from past clients who already know you, like you, and trust you. Before you reach out to your past client, check if you received a previous testimonial from them. If yes, let them know how much you appreciated their referrals.

"If you know of anyone who is looking to buy or sell, feel free to share my contact information with them. I will take good care of them as I did with you."

## 6. Say Thank You

A simple thank you goes a long way on this initial call. Thank them for their time and understanding. Most importantly, let them know you'll be in touch more often from now on.

"It was so nice to hear your voice. Thank you for taking the time to chat today. I'll be in touch every so often. However, please let me know if you have any real estate or home-related questions. I'm happy to help."

## Other Considerations

### Listen Carefully

While you were on the call, your past client may have shared some vital information. Did they say they were thinking of downsizing now that all their children have moved out? Did they mention their parents were getting on in years and would benefit from living closer?

"My mom just turned 92! She's on her own now. I sure wish we lived closer so we could help her more."

When updating their contact information in your CRM, add notes on any additional information you learned during the call. Set an automatic reminder to reach out again on a specific date.

## Conclusion

Now that you have reconnected, remember not to make the same mistake of falling out of touch again. Consistently communicate with them, whether through a phone call, email, text, or a pop-by. Now is an excellent time to create a communication calendar comprised of relevant touches throughout the year. And, if they should mention a possible future move, stay in touch more frequently, ensuring that you are top of mind when it comes to their next real estate transaction.