

# 5 text messages to restart a conversation with clients

Has that lead gone radio silent? Have your buyers seemingly given up? Here are some smart text message ideas for getting the conversation flowing again

We've all experienced it: A lead that seemed to be hot has suddenly stopped responding. A buyer has gotten discouraged during the search process and now won't return your calls. If you're looking for a way to restart a conversation or reboot a professional connection, it just may be that a quick text is the answer.

According to a recent [Pew study](#), 31 percent of respondents say that they prefer texts over calls. This is especially true with those all-important Millennial and Gen-Z buyers, who tend to have even higher averages for text use and preference.

How can you use [smart text messaging](#) to help you connect with a lead or client who has chilled? Here are some reader favorites to help you get back in the flow of [communication](#).

## Bite-sized market info

"I think if your clients are on the fence about buying or selling, texting short reminders on interest rates or [market snapshots in their](#)

neighborhood are great text messages. Stay top of mind!” —Peyton Moore, Realtor at Bird Nest Properties and Marketing  
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## Check for updates

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- Just checking in; the market’s changed since our last conversation.
- Just checking in. The market changes daily — let’s talk.
- Is this still the best number to reach you? Let’s set up a call to update your search criteria.

## Keep it simple

Industry veteran Dean Jackson’s “9-word email” works just as well for text messages. “It revives dead leads using a short, non-committal email or text message that you send to 90+ day [dead prospects](#). It’s basically just ‘Christy, are you still looking for a house in Glendale?’”

## Check the calendar

“I hit ‘em up on a holiday so that I have a reason to reach out — even a minor holiday like Columbus Day. I’ll try and think of something witty to say in reference to the holiday, then say, ‘I woke up with you on my mind. Just wondering how things are going.’ It’s amazing how many people will respond to that type of friendly ‘How are things going?’ message.”

“I generally send out cards to my sphere to remind them of the time change, but that would be another easy time to reach out to your phone list with a text reminder.”

## **Change the subject**

“Text them something unrelated to real estate, asking their help in some (small) way. After they help you, they’ll think about how they wouldn’t have offered help to someone they don’t care about, and since they just convinced themselves they care about you, they’ll be more responsive and open to looking at homes again.

“True story: One of my clients is a nephrologist, and it had been a month or so of just one way communication. I had blood work done, and my creatinine levels were off, which just so happens to be what nephrologists specialize in. I asked her for her opinion about it and what I should do, and not only did she respond immediately but then she asked me to go see houses again!”