

Instagram DM Script Pack for Real Estate Agents

12 Replies to Customize When Someone Responds to Your Story

Use these scripts as starting points for personal replies. Choose the one that fits the message, replace every placeholder, and make it sound like you.

Answer the question first. A price inquiry deserves a price answer. An emoji or compliment doesn't automatically mean someone wants to buy or sell.

Casual Replies

1. Someone reacts to a listing Story with an emoji

Send:

"Glad you liked it! Was there a particular feature that stood out?"

Next step: Note any preferences they volunteer.

2. Someone says they're "just looking"

Send:

"Absolutely. Are you watching a particular neighborhood or exploring a few areas?"

Next step: Record their search area without assuming a timeline.

3. Someone reacts to a Story about a local place

Send:

"Thanks! Have you been to [place] yourself?"

Next step: Keep the exchange relevant to their response.

Property Questions

4. Someone asks the listing price

Send:

"It's listed at \$[verified price]. Would you like the full listing?"

Next step: Log the inquiry and check for further questions. Provide the requested information before asking for contact details.

5. Someone asks for the address or more photos

Send:

"Here's the listing with the address and photos: [link]. Would similar homes in that price range be helpful?"

Next step: Note whether they want additional options.

6. Someone asks about your market-update Story

Send:

"[Direct answer to their question]. That's based on [source] data for [area] in [month/year]: [link]. What else would you like to know?"

Next step: Record the question and source date. Confirm that the data supports your answer.

Availability and Appointments

7. Someone asks, “Is this still available?”

Send:

“I checked on [date], and it’s still available. Would you like me to check showing times?”

Next step: Use this wording only after verifying that the property is available. Otherwise, explain its verified status.

8. Someone requests a showing or consultation

Send:

“Happy to arrange [requested appointment]. Would [day/time] or [day/time] work?”

Next step: Offer times you can honor. Confirm access, the appointment’s purpose and location, and any preparation needed. Follow your brokerage’s representation and showing procedures.

Seller Conversations

9. A homeowner reacts to your just-sold Story

Send:

“Thanks! Would a look at recent comparable sales near your home be useful?”

Next step: Note whether they request a comparison. A reaction alone doesn’t establish that they want to sell.

10. Someone responds to a home-value Story

Send:

“Are you following your home’s value generally, or considering a move? I can explain how a market comparison works.”

Next step: Record the plans or timeline they share. Avoid unsupported price estimates.

After-Hours Replies and Follow-Ups

11. An inquiry arrives after hours

Send:

"Thanks for reaching out about [question]. I'll check [detail] and reply by [day/time]."

Next step: Set a reminder and assign responsibility for the response. Promise a deadline you can meet.

12. A prospect stops replying

Send:

"Would you still like [requested information], or would you prefer I leave it here?"

Next step: Respect their preference. Ask before sending ongoing updates.

Before You Hit Send

- ☐ Reply to what the person actually said.
- ☐ Replace every placeholder.
- ☐ Verify the price, property status, links, and other details.
- ☐ Remove assumptions about buying or selling intent.
- ☐ Adjust the wording to sound like you.
- ☐ Follow your brokerage's policies and procedures.
- ☐ Record any information or follow-up you promise.

These scripts are for manual replies, not an automated sequence.

Your DM Follow-Up Tracker

Contact or Instagram handle:

Story they responded to:

Their question or request:

Information you sent:

Next step or promised follow-up:

Follow-up due:

Appointment confirmed, if applicable:

Outcome:

Track appointments separately from casual reactions. Before closing the thread, make the next step clear: send the listing, confirm the appointment, or let the conversation rest.