



15 LinkedIn DM Scripts & Outreach Templates for Real Estate Agents

Build warm connections, deepen relationships, and ask for referrals without sounding salesy.

Below are direct message script templates to customize when you reach out to connections for various reasons. Don't forget to remove the brackets and put your own information in their place!

1. Connection Request Script (For Professionals You Haven't Met Yet)

"Hi [Name], I see we both work with clients going through major life transitions. I help people buying and selling in [your market], and I love connecting with great pros in related fields. Thought it made sense to connect here."

2. Follow-Up After Connecting

"Thanks for connecting, [Name]. I've been following your content for a while; you've got some great insights, especially on [specific topic]. If you're open to a quick chat sometime, I'd love to learn more about what you do and how I might be able to send referrals your way."

3. Referral Conversation Starter

"Hi [Name], quick question: I've got a few clients who might need a [financial advisor / attorney / lender] over the next few months. Would love to understand who your ideal client is and how I can refer you properly. Want to hop on a quick Zoom?"

4. Script for Out-of-State Agents

“Hi [Name], I see you work in [city]. I’ve had a few clients move your way recently and wanted to connect with a trusted agent in the area. If you’re ever sending people to [your city], I’d be happy to return the favor!”

5. Nurture Message (1–2 months after connecting)

“Hi [Name], just wanted to check in and say I’ve really appreciated your posts lately. If there’s ever anything I can do to support your business (referrals, shares, collaborations), just let me know.”

6. “Soft Touch” Re-Engagement Message (No Agenda, Just Staying in the Loop)

“Hi [Name], I saw your recent post on [topic]. Super insightful. Just wanted to say I’ve been enjoying your content lately. Hope business is going strong for you!”

7. Check-In with a Local Professional You Haven’t Talked to in a While

“Hi [Name], it’s been a bit! I was thinking about you after chatting with a client who might need [their service]. Let’s catch up soon! I’d love to hear how things are going on your end.”

8. Script for Collaborating on Content (Podcast, Live, Co-Post)

“Hi [Name], I’ve been thinking about doing a quick LinkedIn Live or a joint post on [topic], something useful for [your shared audience]. You’ve got great insight in this space. Want to team up on something?”

9. Script for Referring *Them* First

“Hi [Name], I just met with a client who’s looking for [a service they offer]. Would love to refer them to someone I trust. Can you shoot me a quick line or two about your ideal client so I can send a warm intro?”

10. Follow-Up After an Initial Zoom or Chat

“Really enjoyed our convo the other day, [Name]. Thanks again for the time. If you ever have clients heading to [your city], I’d love to be your go-to contact here, and I’ll keep you in mind for any referrals your way too.”

11. Compliment + Light Ask (Great After They’ve Posted Something Smart)

“[Name], your recent post on [topic] really hit home. I shared it with a couple clients this week. If you ever want to do a short collab post or swap referrals, let’s chat, I think our audiences would benefit.”

12. “Connector” Outreach (Introduce Two People You Know)

“Hi [Name], I thought of you when I spoke with [Other Contact’s Name]; they’re working with clients who match your sweet spot. Would you be open to a quick intro? Think you two could do some great things together.”

13. Neighborhood Expert Positioning (Great for Out-of-Area Agents)

“Hi [Name], I work with a lot of buyers moving to [your city] and I know how hard it is to find boots-on-the-ground agents for my outgoing referrals. If you’ve got people heading this way, I’d be happy to be your local expert.”

14. Asking for Insight (Builds Relationships Without Selling)

“Hi [Name], I’ve been hearing mixed things about [topic—rates, inventory, investor activity]. Curious what you’re seeing on your end. Always value your take!”

15. Birthday / Milestone / Celebration Message

“Happy birthday, [Name]! Hope you’re taking a minute to celebrate, and wishing you an awesome year ahead. Let’s catch up soon if you’re free. Always happy to reconnect!”

(Or use for anniversaries, work wins, or major achievements)

Ready to Turn Your LinkedIn Into a Referral Machine?

If you’re not sure whether your profile is helping or hurting your chances of landing referrals, let’s fix that.

Book a free 30-minute LinkedIn profile review, and I’ll show you exactly what’s working, what’s missing, and how to make it stand out to the right people.

 [Click here to schedule your free consultation](#)

Let’s make your network actually work for you.