

What Most Agents Say. And What to Say Instead.

5 copy-paste scripts for reaching out to your database after a brokerage change - written for your clients, not your ego.

- Your clients don't care about the acquisition. They care about one thing: are you still their agent?
- These scripts skip the corporate announcement and go straight to staying top of mind.
- Use all 5 this week. Agents who stay present during the noise win the referrals.



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The truth about brokerage announcements

When agents hear about the Real Brokerage acquisition, most of them do the same thing: they draft a message that leads with the corporate news. They hit send. They feel like they handled it.

They didn't. Because **your clients don't care about the merger**. They care about whether their agent is still paying attention to them.

WHAT YOUR CLIENTS ARE ACTUALLY THINKING

"Is she still my agent?"

"Does this affect my home's value?"

"Is the market still moving?"

Every message you send this week should answer at least one of those questions. The holding company structure doesn't make the list.

The scripts in this pack skip the announcement and go straight to the only thing that matters: being the agent who showed up - personally, during the noise.

HOW TO USE THIS

- 1 Pick the script that fits the relationship - past client, cold lead, sphere, or social.
- 2 Fill in the brackets: their name, your local market, and one personal detail about them.
- 3 Send this week - not next week. The news cycle moves fast. So should you.
- 4 If they respond - great. If they don't - you still showed up. That gets remembered.

01

Past Client Check-In

• TEXT MESSAGE

Send within 48 hours - to anyone you've closed a deal with in the last 3 years

WHAT MOST AGENTS SEND

Exciting update: RE/MAX and Real Brokerage are joining forces to create Real REMAX Group - 180,000 agents across 120 countries! So excited about the technology and tools this brings. Stay tuned for more updates!

WHAT TO SEND INSTEAD

Hey [Name] - saw the RE/MAX news today and wanted to reach out before your phone blows up with noise about it. Nothing changes for you. Still your agent, still watching [neighborhood]. Values in [zip] have been moving in an interesting direction this month - worth a quick chat if you've had any thoughts about your place. How's [personal detail]?



• WHY IT WORKS

You're not asking for anything. You're showing up before they have to wonder. The market insight gives them a reason to respond that has nothing to do with the corporate news - it's about their home, which is what they actually care about.

02

Cold Lead Reactivation

• TEXT MESSAGE

Send to anyone you haven't spoken to in 3+ months - use the news as a natural re-entry

WHAT MOST AGENTS DO

Nothing. They tell themselves: "I'll wait until things settle down at the brokerage. It's not a good time to reach out when there's so much going on internally." The cold lead goes cold permanently.

WHAT TO SEND INSTEAD

Hey [Name] - I know it's been a while. The RE/MAX news today actually made me think of a few people I've been meaning to reconnect with. Are you still keeping an eye on [neighborhood / home type]? There's been some interesting movement - happy to give you a quick rundown if it's still on your radar.



• WHY IT WORKS

The acquisition gives you a culturally relevant reason to break the silence without making it awkward. "The news made me think of you" is honest and personal. You're not cold-calling - you're reconnecting around a shared moment that everyone in real estate is talking about.

03

Sphere of Influence Email

• EMAIL

Send to your full SOI list - friends, family, neighbors, past coworkers - within 72 hours

WHAT MOST AGENTS SEND

Subject: Exciting news about my brokerage! Hi [Name], I hope this email finds you well! I'm reaching out with some exciting news. RE/MAX has merged with Real Brokerage to form Real REMAX Group. This is a wonderful development for the industry. I remain committed to serving you with the same dedication and professionalism...

WHAT TO SEND INSTEAD

Subject: Quick update from me (not the press release version) Hey [Name], You've probably seen the RE/MAX headlines. I'll skip the corporate version. For you: nothing changes. I'm still your agent. For the market: there will be some interesting ripple effects in [local area] over the next 6-12 months. Happy to walk you through what I'm watching if you're curious. The news made me realize I hadn't checked in with you in a while. How are things? - [Your name]



• WHY IT WORKS

The subject line alone separates you from every other agent in their inbox. "Not the press release version" signals honesty and self-awareness. Those two things build trust faster than any corporate announcement ever will.

04

Monthly Market Update

• EMAIL

Replace your next market update with this - lead with local data, treat the news as a footnote

WHAT MOST AGENTS DO

Skip the monthly update entirely.
Reason: "Things are in flux at the brokerage right now. I'll get back to the normal cadence once everything settles down." Result: clients notice the silence. Someone else fills the gap.

WHAT TO SEND INSTEAD

Subject: [Month] Market Snapshot + What the RE/MAX News Means for Your Home Hey [Name], two things this month: 1. Your neighborhood: [2-3 sentences - days on market, price movement, inventory]. 2. The RE/MAX news: your home value is unaffected. Agents will eventually get better tools - which means faster service for buyers and sellers. Thinking about anything real estate - even casually? Just reply. - [Your name]



• WHY IT WORKS

You led with their home's value - the only thing they actually care about. The brokerage news becomes a two-sentence footnote that shows you're informed without making it the whole point. Consistent agents win consistent referrals.

05

Social Media Post

• INSTAGRAM / FACEBOOK

Post today or tomorrow while the news is trending - write for homeowners, not agents

WHAT MOST AGENTS POST

So excited to announce that I'm now part of the new Real RE/MAX Group! What an incredible time to be in real estate. Grateful for this journey and can't wait to see what's next! 🏠 ✨
#REMAX #RealBrokerage
#NewChapter #Blessed

WHAT TO POST INSTEAD

The RE/MAX acquisition is everywhere today. Here's what it means for homeowners in [city]:
Your home value: unaffected. The market: still moving. Your agent: still me. What IS changing: agents will get better technology - which means faster responses and smoother transactions for you. Questions about what this means for your home? DM me. Happy to give you the real answer, not the press release version.



• WHY IT WORKS

"The real answer, not the press release version" is the kind of line people screenshot and share. You positioned yourself as a trusted translator of industry news - not a cheerleader for your brokerage. That's a brand. That's what gets remembered.

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Scripts are a start. Systems are what last.

These 5 messages get you through this week. Staying top of mind through every market shift, acquisition, and slow season takes a system that runs without you thinking about it.

See How nurtureBEAST Does It For You

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