

Engage Leads Form Any Source

Below you will find the phone and email scripts referenced in the live daily training webinar classes for Market Leader customers. Feel free to customize them and add them into your email message templates to help drive engagement with your contacts!

Phone Call Scripts

Sample Introduction Phone Call

Hi _____,

This is _____ with _____ Real Estate; you just registered on my website. Don't worry I am NOT calling to pester you. I simply wanted to introduce myself and let you know you are free to stay on my site as long as you like. Whenever you find a property you have questions about, if there is anything you would like to see the inside of; or you need ANY assistance/ guidance with anything regarding the home buying process, DON'T Hesitate to reach out to me. In the mean time you can browse around my site; call or e-mail me with any questions. I look forward to helping

Email Scripts

Sample Introduction for a Trulia Lead

Thank you for contacting me through Trulia. I am in the process of gathering the information that you requested.

In the meantime, feel free to view my website (insert website) to find all the current listings in the area obtained directly from our local Multiple Listing Service. My website will provide you with the opportunity to follow and save favorite listings as they come on the market as well as keep track of the home values in your area. Expect an email shortly with the user name and password that will allow you to access my website.

I will be in touch shortly to provide the information that you requested and answer any other questions that you might have. Thanks again!

Sample Email Introduction for Imported Leads

Hello (Name), you recently contacted me on (insert source) I have signed you up on my website, now you can access new homes for sale and listing on the market just like I can!

You're Tools:

Using your new password on the website you now can:

- Save your favorite home listings
- View listing details and multiple photos
- Forward homes to your friends to share your favorites
- Sign up for listing alerts to be the first to see listings

Feel free to use my website as long as you like, view as many homes as you like, save the ones that appeal to you, ask as many questions as you have.

I look forward to assisting you. If you need anything, you can contact me directly at (insert phone#)

Sample Home Alert Set-up Email

While you were on my website or (insert source) I noticed you were looking at ___ bedroom homes in (insert area contact was looking in). I have set you up a daily report to see similar homes in (insert area) under (insert the top price they were viewing under). Please let me know if there is something in particular that you are looking for in a home? If so I can create another search for you that is a little more targeted. Feel free to use my site as long as you like! Whenever you are ready to start looking or have questions about a property don't hesitate to reach out to me, I am always here to help!

Sample Showing Offer/ Saved a Home Email

I noticed you saved a few homes in (insert area). I have some availability Monday & Tuesday around 5:30PM for you to preview the inside of those homes. You can always call or e-mail me for addition information or to schedule a showing. Please let me know if you need anything else. I look forward to helping. Have a wonderful day!

Sample Showing Offer 2 Email

I noticed you liked the below listing in (insert area). I will be in the neighborhood Sunday afternoon if you would like to take a peek at the inside or have me preview it for you. Don't hesitate to reach out to me for addition information on a property or if you see home that catches your attention. Please let me know if you need anything else. I look forward to helping.
Have a wonderful day.

Sample Inventory Selling E-mail

I noticed you saved/ liked several homes in (insert area) and (insert area); most of those homes have already sold however the property below is still available. I will be in the neighborhood Saturday afternoon if you would like to take a peek at the inside. You can always call or e-mail me for addition information or to see a home that catches your attention. Please let me know if you need anything else. I look forward to helping. Have a wonderful day!

Sample Question E-mail

I noticed you have been looking at houses in (insert area). *(Insert one of the following or similar questions in your e-mail)* Are you looking for a home with a garage, yard, in a specific neighborhood, do you prefer new construction, would you also like to see listings in (insert area)? Feel free to use my site as long as you like! Whenever you are ready to start looking or have questions about a property don't hesitate to reach out to me, I am always here to help! Have a wonderful day!

Homework

- ❑ Setup Site Stream so your Trulia leads go directly to your Market Leader CRM
 - Use the video below to walk you through setting up Site Stream

<http://learn.marketleader.com/display/learning/Automatically+Add+Trulia+Leads+to+Your+System>

- ❑ Register yourself on your website
 - Visit your Market Leader website.
 - Search for properties and register when it prompts you.
 - Look at a few more properties, save a listing, feel free to play around!
- ❑ Follow-up with yourself by doing the following:
 - Send the Initial Contact Wizard
 - Quick video on the ICW (6:34):
<http://marketleader.wistia.com/medias/bc7737c174>
 - Add a Listing Alert for yourself by checking inventory
 - Quick video on creating listings alerts
<http://learn.marketleader.com/display/help/Listing+Alerts>
 - Add yourself to a group
 - Quick video on using groups (2:20)
<http://marketleader.wistia.com/medias/fe562ac2ba>
 - Add yourself to a campaign
 - Quick video on how to add contacts to a campaign (2:53)
<http://marketleader.wistia.com/medias/50da811893>
- ❑ Use Recent Activity to find more motivated contacts
 - If you don't have leads returning to your site:
 - Review listing alerts from older clients and make sure they are broad
 - Make sure all buyer clients HAVE an alert set up
 - Quick video on how to find motivated contacts (4:00):
<http://marketleader.wistia.com/medias/ql8dfr8r5>

Additional Training Resources

<http://learn.marketleader.com>

Customer Support: 1-877-450-0088