

## Generate and Engage Leads with Market Insider

Below you will find the scripts and ads referenced in the core curriculum class. Feel free to customize them, make them your own and use them in conjunction with your Market Insider tools to help drive engagement with your contacts!

### Sample Market Insider Scripts

#### Lead Engagement e-Mail for Sellers

Hi, I thought you might be interested in market statistics for *[Insert Area Name]*. Many of my customers find it helpful when they are thinking about selling or refinancing. I have attached a link for you to see what your neighbors are listing and selling their homes for, along with the trends for your market. Don't hesitate to reach out to me with questions or any assistance you need; I am always here to help!

#### Lead Engagement e-Mail for Buyers

I noticed you have been looking at homes in *[Insert Area Name]*. I have attached a link for you to see local school info, crime ratings and market trends. You can research local amenities and compare *[Insert Area Name]* to other areas. Don't hesitate to reach out to me with questions or any assistance you need; I am always here to help!

### Sample Market Insider Ads

#### Thinking of relocating? Find safe and affordable neighborhoods for your family

See local school info and market trends, you can go as far as researching local amenities and compare areas.

#### *[City Name 1 and City Name 2]* Can't decide between?

Can't decide which area is best for YOU, click here and see the detailed neighborhood reports. See all of the demographics, detailed home information and the neighborhoods side by side stats on my website by clicking here....

#### Which Schools are best for your family?

Want to know the specifics between the *[City Name]* School District and the *[City Name]* School district including all of the specific statistics? Get your School specific statistics and FREE information by clicking here.....

#### Want to know what your *[City Name]* home would sell for?

Find out what your neighbors are listing and selling their homes for without having to meet with a Real Estate agent!

#### SEE HOW YOUR CHILD'S SCHOOL STACKS UP?

See your child's school TEST SCORES!!! Compare them to other local schools & state test scores

## Homework

- Visit your Market Insider tab and register yourself as a lead
  - Sign up as a lead and subscribe to receive monthly market updates (The Market Insider eNewsletter)
  - Or login as a lead and click the “Start Today” button to begin receiving the Market Insider eNewsletter.
- Set up your sellers to receive the Market Insider eNewsletter report
  - Watch a quick video on adding a contact to the Market Insider eNewsletter
    - <http://learn.marketleader.com/display/learning/Market+Insider+Strategies>
- Use the Market Insider engagement email templates (above) to send to past clients and contacts recently on your website.