

Import and Engage Your Sphere

Below you will find the 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!

Email Scripts

Sample Email Introduction for Imported Leads

Hello <insert 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!

Your 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 much as you like, view as many homes as you like, save the ones that appeal to you, and 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 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 username 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 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 on a daily report to see similar homes in <insert area> under <insert the top price they were viewing>. 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!

Homework

- ❑ Start creating groups for your contacts
 - Quick video on using groups (2:20)
<http://learn.marketleader.com/display/help/Create+and+Manage+Groups>

- ❑ Import your contact to a group
 - Use the video below to walk you through importing your contacts
<http://learn.marketleader.com/display/help/Import+Contacts>

- ❑ Send your imported contacts a custom welcome message
 - Visit the contact summary page in your Market Leader CRM
 - Click the more actions button in the top right of the contact summary page
 - Select to resend welcome email

- ❑ Add yourself imported contact to a campaign
 - Quick video on how to add contacts to a campaign (2:53)
<http://learn.marketleader.com/display/help/Adding+a+Contact+to+a+Campaign>
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- ❑ Follow-up with contacts by doing the following:
 - Get your contact subscribed to the Market Insider Monthly Market Updates
Quick video on Market Insider
<http://learn.marketleader.com/display/help/Market+Insider>