

**MILLION DOLLAR  
PIPELINE PROGRAM**

# Maximize Your Initial Response



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*market leader*

## The Plan for Today...



The consumer  
journey and how  
you play a role



How to leverage  
lead intelligence to  
win over new leads



Tips and scripts to  
engage with new  
buyers and sellers



Today's call will be recorded

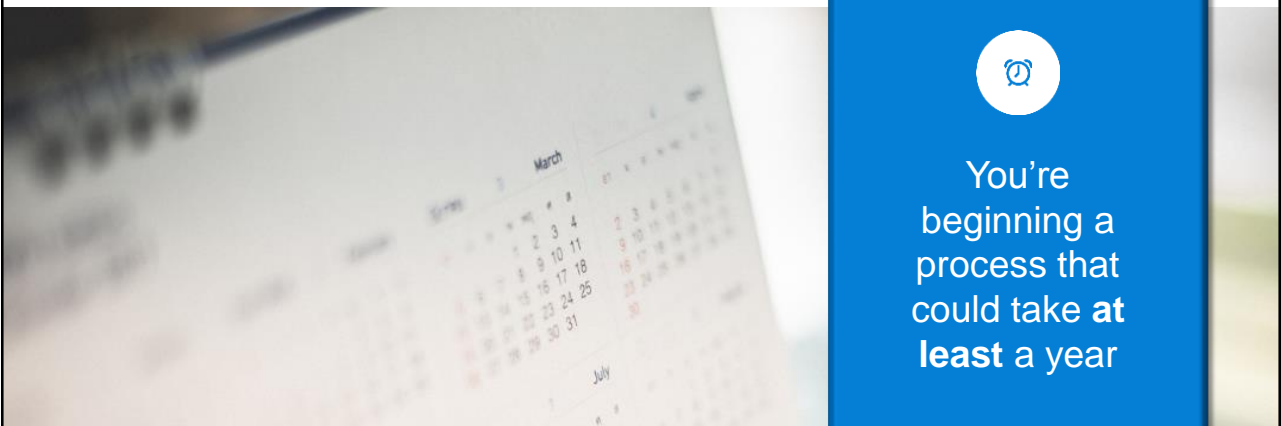
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# The Consumer Journey

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## Timing is Everything



You're beginning a process that could take **at least** a year

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## Your Role in Their Journey



You wear  
many hats, but  
with new leads  
your role is  
**co-pilot**

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## Your Goal with New Leads



Build a  
relationship  
through  
**content** and  
**conversation**

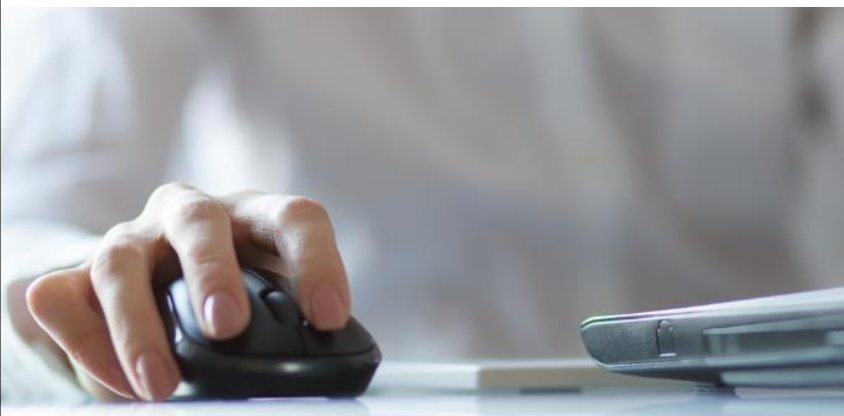
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# Lead Intelligence

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## Lead Intelligence is a Form of Data Mining



The purpose is to **capture** as much **data** as possible on your leads to **shorten** the sales cycle

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## Knowledge is Power



The more **data**  
you have, the  
more business  
you'll **earn**



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## Your Lead Intelligence Tools



### Spokeo

People search engine and free white pages finds phone, address, email, and photos



### Facebook

With over 2 billion active users worldwide, find photos, details, and contact info



### Pipl

Comprehensive people search to find details behind a name, email, or phone number



### Your CRM

Powerful insight into a contact's activity, when they're online, and what they're looking at

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## The Key is to Build a Relationship



Ask open-ended questions to get to know them & relate



Use your information to build commonality and establish rapport



Provide value to earn their trust, and earn their business

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## Establishing Rapport

✓ Build rapport with knowledge and commonality

✓ Tap into the emotional aspect of buyer or selling

✓ Do your research and don't go into this blind

"What's been the most helpful for you in your search?"

"The listing market is crazy in your area right now, are you getting calls from a lot of agents?"

"I have a friend that just moved there."

"There's an overwhelming amount of information out there, how can I help make this easier for you?"

"I grew up in XX area..."

"Were you hoping to get a specific value?"

"Go Huskies!"

"One thing I noticed about your home is XYZ, that's really popular right now."

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## New Buyer Lead

*(registered on your website)*

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### New Buyer Lead Phone Call



*Hi, this is \_\_\_\_\_ from \_\_\_\_\_. You were looking at properties on my website, and I wanted to introduce myself. Tell me a little about your experience with the search process so far. If you are like most people I have talked with, this entire process can be pretty confusing! How long have you been looking online?*

*What has helped you? What hasn't?*

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## New Buyer Lead Voicemail



*Hi, this is \_\_\_\_\_ from \_\_\_\_\_. You were online looking at homes on my website and I just wanted to introduce myself. If you are like most people I have talked with, this entire process is pretty confusing, and so I'd love to chat briefly with you to get an idea of your needs and your time frame so I can follow-up accordingly.*

*Give me a call back at xxx-xxx-xxxx. I look forward to hearing from you.*

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## Automated Welcome Email



*Hello, my name is \_\_\_\_\_, with \_\_\_\_\_. You're signed up on my website, and I wanted to introduce myself and let you know there is a real person behind this website.*

*You can use this login and password below to access all of the listings on the MLS.*

*If you have any questions at all, please don't hesitate to ask. Thank you!*

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## New Buyer Lead Email



**Subject: [First Name]?**

*Thank you for registering on my website. You should have already received a welcome email with your login information, so you can see all properties directly from the MLS.*

*Buying or selling a home can be an overwhelming process, so I'm here to help; if you have any questions at all, please don't hesitate to ask.*

*I look forward to helping you achieve your real estate goals!*

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## 10-Day Plan for Buyers

Day 1

- **Research** your new lead!
- Text or call if you have a number
- Send welcome email confirmation
- Change their status to **Retry**

Day 3

- Check to see if they've been on your website or opened any emails
- Review listing alert, or set one up for them (weekly or twice weekly frequency)
- Send **Day 3 email**

Day 4

- Check to see if they've been on your website or opened any emails
- Send relevant listings; if there are no listings, send the **Day 4 email**

Day 6

- Check to see if they've been on your website or opened any emails
- Send relevant listings; if there are no listings, send the **Day 6 email**

Day 9

- Check to see if they've been on your website or opened any emails
- If they haven't, send the **Day 9 email**
- Add them to the **Market Insider Newsletter** or Monthly Newsletter

Day 10

- Change status to **Cold**
- *Optional:* Add to drip campaign (Long Term Buyer or Buyer Gorilla Marketing)
- **Conversion Campaign** emails will start



When they respond to you, stop this process and follow-up accordingly

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# New Seller Lead

(HouseValues.com)

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## HouseValues.com Lead

- ✓ Contact created
- ✓ Address added to contact
- ✓ HV welcome email sent

Primary Details

Name: Bo

Nickname/Salutation:  
Gender:  
Company:  
Job Title:  
Birthday: (mm/dd)  
[Add to Birthday Campaign](#)

Notes

Add to: Notes

Post

Addresses

Title	Address	City	State	Zip
HouseValues Lead ★	1314 main st	Noxon	MT	59853



**Thank you for requesting an estimate of your home's value from HouseValues.com!**

Many factors go into assessing the value of a home. Public records and technology are not always correct - they also can't take into consideration all the unique factors that make your house valuable (including overall condition, style of house, and other features).

HouseValues.com works with local real estate professionals who specialize in your neighborhood. They will provide you with a customized Property Market Report to help determine the true value of your property based on its unique characteristics.

HouseValues.com is excited to introduce you to **Ellen Smith**, who will help you determine your home's true value.



**Ellen Smith**  
Cell Phone: (425) 221-8912  
Office Phone: 206-518-1997  
Email: [test@servinghvjl.com](mailto:test@servinghvjl.com)  
Website: <http://www.servinghvjl.com>  
License #:

Sincerely,  
The HouseValues.com Team

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## New Seller Lead Phone Call



*Hi, this is \_\_\_\_\_ from \_\_\_\_\_. You inquired about the value of a home on HouseValues.com, so I just wanted to reach out and introduce myself, and let you know I'm preparing your valuation. What were you looking to find with this value? Were you hoping to find a specific value?*

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## New Seller Lead Voicemail



*Hi, this is \_\_\_\_\_ from \_\_\_\_\_. You inquired about the value of a home on HouseValues.com, and I was calling to introduce myself. I'm preparing your valuation, but I'd love to chat with you to get a little more information, and see what were you looking to find with this value, or if you were hoping to find a specific value. Give me a call back at xxx-xxx-xxxx. I look forward to hearing from you.*

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## New Seller Lead Email



**Subject: [First Name]?**

*Hi there, I just received your request (via HouseValues.com) about the home in [AREA/CITY]. How can I help? My name is \_\_\_\_\_ and I'm a realtor with \_\_\_\_\_.*

*I'll be in touch shortly to provide the information you requested and answer any other questions you may have.*

*P.S. I'm going to send you an email with a login and password to my website, so you can browse up-to-date MLS listings, hassle free. Thank you!!*

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## New Seller Lead Email



**Subject: [Area] Home Value**

*Thank you for contacting me through HouseValues.com. I am in the process of gathering the information that you requested. In the meantime, feel free to view my website to find all the current MLS listings in the area at [WEBSITE URL]. Here you can follow and save listings as they come on the market, as well as track home values in your area.*

*I'll be in touch shortly to provide the information you requested and answer any other questions you may have. In the meantime, you'll be receiving an email with a login and password so you can access my website and view comparable home prices and market data. Please don't hesitate to reach out with any questions. Thank you!*

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## 10-Day Plan for Sellers

Day 1

- **Research** your new lead!
- Text or call if you have a number
- Send email, and resend welcome email
- Change their status to **Retry**

Day 2

- Check engagement (website and email)
- Send a CMA (with **Day 2 template**)
  - Email
  - Direct mail

Day 4

- Setup listing alert
  - *Twice per week or weekly*
  - *Pending & under contract*
- Send **Day 4 email**

Day 6

- Check engagement (website and email)
- Send market data via a report or link
- Send **Day 6 email**

Day 8

- Check engagement (website and email)
- Send additional comps
  - *Only homes they haven't seen*
- Send **Day 8 email**

Day 10

- Change status to **Cold**
- *Optional:* Add to drip campaign (Long Term Seller or Seller Gorilla Marketing)
- **Conversion Campaign** emails will start



When they respond to you, stop this process and follow-up accordingly

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## New 3<sup>rd</sup> Party Lead

(Zillow, Realtor.com, etc.)

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## New 3<sup>rd</sup> Party Lead Email



**Subject: [First Name]?**

*I just received your note (via [lead source]) about the home on [123 Main Street] in [Enter City]. How can I help? My name is \_\_\_\_\_ and I'm with [lead source] and [company name].*

*P.S. I'm going to send you an email with a login and password to my website, so you can browse up-to-date MLS listings, hassle free. Happy searching!*

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## New 3<sup>rd</sup> Party Lead Email (send from other email)



**Subject: [First Name]?**

*I just received your note (via [lead source]) about the home on [123 Main Street] in [Enter City]. How can I help? My name is \_\_\_\_\_ and I'm with [lead source] and [company name].*

*\*\*I'm going to send you an email with a login and password to my website, so you can see all of the MLS listings without being hassled by a bunch of phone calls. Happy searching!*

*P.S. With so many emails going to junk folders, I want to make sure you hear from me, so I sent this from two different accounts - Apologies if you received this twice.*

★ Send from a separate email address such as Gmail or Yahoo

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