

market leader power hour

Turn Alerts into Opportunities



Jenn Tervo

Senior Trainer, Customer Success

The Plan for Today...



How to configure alerts for specific contact activities



Tips to maximize your initial response to convert more leads



Strategies to engage contacts that visit your website



Today's call will be recorded

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	Contact is on Website		New Message from Contact	
New Contact		Contact Updated Info		New Message from Non-Contact
✓ Receive text or email activity alerts		✓ Choose which activities to get alerts for		✓ Add up to 3 alert contact methods
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Respond Fast From Anywhere

- Login links speed up your follow up
- Respond from your phone or desktop



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Your Initial Response

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Knowledge is Power



Spokeo

People search engine & white pages



Facebook

Over 2 billion active users worldwide



Pipl

Comprehensive people & phone number search



LinkedIn

Over 500 million professional members

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Your Most Valuable Tool is
Your CRM

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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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Establish Rapport

Do your research
and don't go into
things blind

Build rapport with
knowledge and
commonality

Tap into the
emotional aspect of
buyer or selling

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

"In your opinion, how
does your home
compare to other homes
in the neighborhood?"

"I have a
friend that
works 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!"

"What are
you looking
forward to
most in your
new home?"

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Drive them to your
website

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New Buyer Lead

(registered on website)

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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 #1



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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New Buyer Lead Email #2



Subject: Is this [First Name]?

It looks like home listings in the _____ area could be of interest to you. Did you find what you are looking for? Am I able to be of service? My name is _____ and I'm a local agent with _____.

If I can help in any way, please call/text/email me anytime...

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New Seller Lead

(HouseValues.com)

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New Seller Lead Email #1



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.

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

★ *Be sure to resend their welcome email after sending this email*

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New Seller Lead Email #2



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 questions.

*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!!*

★ *Be sure to resend their welcome email after sending this email*

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Contact Visited Website

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Viewed Homes

- Identify trends or patterns
- Any common features?
- Does their viewing history tell a story?



- ✓ Send relevant listings
- ✓ Setup listing alert
- ✓ Send website email

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Website How-To Email



Did you know you can save searches on my website? This will allow you to save your search criteria and run the search with one-click. Once you enter your search criteria, just click the Save Search button in the top right.

Then, to run your search to see any new properties that match your criteria, click on your name in the top right, and select Saved Searches. Then click Run to search for properties with your saved search filters. It's that easy!

*And speaking of property searches, how's yours going?
What are your top must-haves or deal-breakers?*

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Saved Homes

- Identify trends or patterns
- Contact the listing agent to get more details
- Send additional photos



Provide details
they can't find
online

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Price Change

- Identify what changed
- Could be moving further along their timeline
- May indicate pre-approval



- ✓ Send relevant listings
- ✓ Provide helpful info
- ✓ Update listing alert

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Touch Base Email



Subject: Hi [First Name]...

Hey, I just wanted to drop a line and let you know I've been keeping my eye out for new listings that match your search criteria. If anything hits the market that I think you'll want to see, I'll be sure to send it over.

*How's your search going? If there's anything else I can do, please let me know.
Thank you very much!*

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Area Change

- Identify what changed
- Could indicate a life event
- May be directly related to their price range too



- ✓ Send relevant listings
- ✓ Provide additional info
- ✓ Update listing alert

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Requested a CMA

- Likely a seller considering listing their home
- Could also be a buyer
- Do your research and make no assumptions



- ✓ Send a CMA
- ✓ Include similar listings
- ✓ Send follow-up email

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CMA Follow-Up Email



Subject: Your [Area] Home Evaluation

I sent you a copy of the market value report that I worked up for you in the mail to be sure that you got a copy. Have you received it yet?

What did you think of the market value? – A little high, too low?

If you have any additional information to share about the house that may impact the value I would be happy to revise it for you, just give me a call or send me an email.

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Opted Out or Unsubscribed

- Ask them why, and offer to make adjustments
- Could be the wrong info, or the wrong cadence
- Don't take it personal!



Find out their motivation

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Unsubscribe Email



Subject: Did I miss the mark?

Yikes! I noticed you unsubscribed from my emails, and I just wanted to ask why? Was I emailing you too often? Or was the content not quite right? Did I miss the mark?

I will be sure to stop sending you emails, however if you simply wanted different or less frequent information, please let me know, so I can tailor the content and timing to your needs.

Regardless, feel free to visit my website for MLS listings and market/neighborhood information.

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Liked Your Facebook Page

- Make sure your profile represents you
- Opportunity to engage through social
- They're researching you!



Send them
a friend
request

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Want More Engagement?

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Re-Engage Old/Cold Leads



Subject: I Miss You, [First Name]...

I noticed you haven't been back my website in a while. I hope that means you've found what you're looking for, however if not, please feel free to browse the most up-to-date listings and market/neighborhood information.

*If there's anything I can do to help, don't hesitate to ask!
Thank you very much.*

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Re-Engage Old/Cold Leads



Subject: I got 99 problems, but a listing ain't one...

And that's because looking and viewing homes should be the easy part!

I just wanted to check in on your home search. If you aren't aware, you can use my website to look at every property that is available in your entire area, not just one city. So finding homes to browse and potentially walk through shouldn't be hard! Please let me know if you have any questions on how to use the website to view specific properties, area, etc.

Like I said, viewing homes should be the easy (and fun) part! Usually, there are a million other questions to answer and I am here to help. Let me know if you need anything.

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Turn Alerts into Opportunities



Setup your text
or email activity
alerts



Respond super
fast with alert
login links



Drive older
leads back to
your site

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QUESTIONS?

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