

## Seller Lead Conversion Plan

Below is a guide on responding effectively to your new seller leads with your Market Leader system based on best practices, tips and email scripts shared by top Market Leader customers. Follow these recommended strategies, customize the emails and scripts and use the campaigns to engage more sellers and get them to interact with you.

### Key principles

- Respond immediately to new leads (Your goal is to respond within 5 minutes).
- Provide information that is helpful and relevant to their needs.
- Reach out in a variety of ways (phone, email, text, Facebook, etc.).
- Take them off the scheduled activities and emails once they engage with you by a phone call, email, or text. Follow-up with them based on their particular situation.

### Two-Part Follow-up Strategy:

- Phase 1: 7 Day Plan of Attack for Sellers
- Phase 2: 12 week custom email campaign

*Note: The goal of these steps is to get your contacts to respond to you. When you are able to engage a lead live, via phone or email, STOP the steps and replace the plan with your personal best practices that match that specific contact's needs.*

## Phase 1: 7 Day Plan of Attack for Sellers

### Day 1

- Call as soon as possible (within 5-15 minutes whenever possible.) Leave a message if no one answers.
  - Voicemail: "Hi—this is <your name> with XYZ realty—I just got your home value request from ABC website—and wanted to let you know I'm putting together a customized property report for you. Is there anything you'd like to tell me about your property as I create this? If not, I'll email it to you shortly. I'll also drop a copy off at your house sometime later today (edit this for your timeline)—so you'll have a printed copy of your report.
  - No phone number? Try to find the phone number on Google, Whitepages, pipl.com, etc.
- Send Pre-CMA email
  - **Subject: Your Customized <CITY> Home Value Report**
  - Hi, thank you for your home value request on ABC website. I'm on the road right now and will email your customized home value report as soon as I am back at my desk. Is there anything you'd like to tell me about your property as I create this? I'll also drop a copy off at your house sometime later today (edit this for your timeline)—! Thanks again for your interest in the value of your CITY home.

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You can also use my website to see homes that are currently on the market. <Insert agent website> To get access, I'll sign you up with an account for my site and send you your login and password to get access to it shortly.

Thanks again!

- Resend the "Welcome Email" so they get their login and password to your website.
- Research the lead's contact and home value information
  - MLS: Check to see if the home is currently listed
  - Title Records: Review the title records to verify ownership and see how long they have had the house
- Create and Email a home value estimate that has a broad range of value
  - Use whatever you're comfortable with-- CMA, Seller's Market Report, etc)
  - If you are mailing them the Market Leader Seller home value estimate, save the PDF version before you send the email version . Print out 2 copies of the PDF report (to mail/hand-deliver later)
- Hand-deliver the above property report
  - Reason:
    - Demonstrate you level of service
    - Encourage them to explore web site resources available to them
    - Make sure they received the home value estimate ... didn't go into SPAM...
    - Answer any questions
    - Give you more accurate information
  - While there, take a picture of their home from the street
    - You can use this later to create a flyer, cover letter for a full CMA, postcard, and update your Communities Served page for their neighborhood
- Add to the seller lead conversion campaign**
  - **This will prompt the following activities to automatically be scheduled on your dashboard.**

## Day 3

- Call and leave a message
  - *Voicemail: "Hi—this is <your name> with XYZ realty—I just wanted to follow-up and make sure you received the home value estimate I dropped off a couple days ago. Sorry I missed you—and just in case the dog ate it... I put a copy in the mail for you as well. I do have some questions for you that would let me pinpoint your home's price a little better. If you have any questions for me, please give me a call or shoot me an email."*
- Mail a hand-written note (on a piece of letterhead) thanking them for contacting you and ask them what they thought of the home value estimate you emailed or hand-delivered earlier.
  - Include a hard copy of the report and 2 business cards
- Email current active listings for the sellers' neighborhood (goal: to get them on your website)
  - **Subject: Homes for sale similar to yours**
  - Hi (contact name), this is (agent name) from (company)—I hope you have received the estimate of your home's current value. Just wanted to make sure you've seen the homes for sale that a similar to yours. Feel free to use my site to see more information and other properties!

## Day 5

- Check to see if the lead is on the website.
- Email them a link to Market Insider based on the zip code their home is in.
  - Tip: Send link to market analysis tab on Market Insider.

## Day 7

- Call and leave a message

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- Voicemail: *"Hi (contact name), this is (agent name), I just wanted to follow-up and make sure you received the property report with the value range of your home you requested from me earlier this week. I mailed it, emailed it and also tried to drop it off at your doorstep—so I really hope you received it and got all the home value information you were looking for. It's a pretty broad price range in it that I will definitely adjust and narrow down once we can meet and go over some questions I have that will help me pinpoint the price range for you. Anyway—I'd really love to hear from you—whether you're just curious, looking to refi, or even getting ready to sell your home. I'd love to help you get on the right track if I can. Here's my best phone number.... Thanks and have a great day"*
- Add lead to receive a listing alert - set them up to be weekly.
- Add lead to Market Insider newsletter for their zip code.

## Phase 2: 12 Week Custom Email Campaign

### Week 1- Email

#### **Subject: How much is your home worth today?**

Hello,

My name is <insert agent first name> and I'm a real estate professional with <agent company> and I sent you a custom report on your homes current value based on the information you provided. Did you receive the value report? What did you think about the price range provided? Too low or too high? The value was based on a broad estimate and any remodeling you've done will definitely impact that value.

Are you looking to sell your home in the next year or so or are you just curious about the value of your home?

Thanks again for your interest in your home's current value.

### Week 2- Email

#### **Subject: This may be a long shot but are you relocating?**

Hi,

Often when people are curious about the value of their home, they are planning to move in the not-so-distant future. Are you planning to move somewhere nearby or are you relocating to a different area?

1. If you want to see what's available in the local area, let me know the neighborhoods you are interested in and I'll send you home listings so you can familiarize yourself with the going rate for that area.
2. If you plan on relocating out of our area, let me know where and I'll tap into my real estate network to connect you with trusted people that can help you look for homes from afar.

Which of these do you need?

### Week 3- Email

#### **Subject: Keeping an eye on homes like yours**

Hi,

To help you get familiar with the market activity around your home, you've been receiving similar properties as soon as they hit the market. Just wondering if these have been useful to you? If you'd like, you can limit your search to see only the homes for your specific neighborhood, with the same square footage, etc.

Also, as mentioned in my last email, if you'd like to start researching homes in the area you'd like to move to—it's never too early to start looking. Let me know what you're looking for in your next home and I'll send you some homes to check out!

If you would like to view some homes in your area in person to see how they compare to yours, just let me know. I can help you with this right away.

Thanks again for your interest in your home's value. *\*Customization note: This email assumes you've put them on listing alerts for their neighborhood or are regularly sending them properties in their neighborhood. If you have not, adjust the language accordingly.*

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## Week 4- Email

### **Subject: Phone number?**

Hi,

I just tried to give you a quick call to check in and am not sure the number I have for you is accurate. What's the best number to reach you? Just want to make sure you get the exact information you're looking for.

Also, let me know if it's easier to text—I'm flexible!

Thanks,

## Week 5- Email (customization required\*)

### **Subject: I'm really real**

Hi, Even though you found me online—I really am a real person ☺. You might think it's funny I'm pointing this out, but some clients have told me they initially worried about meeting an agent online (could this be a crazy Internet person?) The good news is I'm not! I live and work in <insert area name> neighborhood, my kids go to <insert school> and my favorite restaurant is <insert favorite restaurant> (I'm a sucker for their mac 'n cheese!).

If it helps, here's a little video I recorded so you can get to know me a little better.

<Insert "about me" welcome video">

I love my job—getting to help people find a place they can call home and also making sure their previous home finds happy home owners as well. I'm here to help you in any way I can and would love to know more about your plans for the place you call home.

Thanks again for your interest in your home's current value.

*\*Customization note: insert your local favorites into the text and an "about me" video if you have one.*

## Week 6- Email

### **Subject: Is this the time to sell?**

Hi,

Are you wondering if this is a good time to sell? In our area we're seeing a market where home values have rebounded and are steadily climbing. If you market and price the home correctly, you may have multiple buyer offers coming through within days of a property going on the market. And, if you're looking to upgrade, it's more affordable than ever with low mortgage rates.

Click this link to see current stats for your zip code <insert agent website/mi>. Most of my clients find this really useful!

Any questions for me?

*\*Customization note: Adjust the language so it is consistent with what your market is doing currently. If you have Market Insider, your link will automatically work. If you don't, then you'll want to insert a link to a webpage where you have market statistic information. Also see "Week 6 alternate email below".*

## Week 6- Activity Call

**Send:** 2 days after previous event

### **Body of Reminder/Activity:**

Call to confirm the home owner viewed and understood the market analytics information. Ask questions to engage, such as,

- "Were you able to find the information about what's happening in your area?"
- "How do you think your home will compare to the market?"
- "What's your timeline to sell? That will impact the value you could get."

## Week 7- Email **Subject: How much can you get for your house?**

Hi,

When it comes to wondering how much you can get for your home, the key factor is not what you paid or owe on it, but what another person will pay for your house at the point in time you decide to sell. To get top dollar for your home, we'll want to determine what a buyer will pay in the current market.

Determining the market value of your home is complex and you should use a local expert to help you determine that price.

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Some key factors include:

- Location
- Lot size
- Square footage
- Special enhancements and features of your home

If you are a little ways out from selling, we can work together now on a few minor and inexpensive changes so you can draw in higher offers when you decide to put it on the market.

Call me on my cell <insert agent phone number> so we can find a time to discuss. Or send me your number and I'll call you.

Cheers!

*\*Customization note: adjust the key factors as needed. Add your cell phone number.*

## Week 8- Email

**Subject: Thinking outside of the box for you**

Hi,

The difference between listing and marketing a home is crucial to understand. Listing a home is simply about getting it on the market. Marketing a home is about bringing in buyers and getting top dollar for your home in the current market- and this is my specialty!

As a successful listing agent in the area, creating a strategic marketing plan with the home owner before we list has been crucial to getting my sellers the best price for their home. I also know the best in this business so our working together will give you access to the best lenders, contractors, stagers and other professionals in the area. Let's set up a time where we can discuss a marketing strategy for your home. Before we meet, feel free to send over any thoughts you have:

1. Who do you think will be the perfect buyer of your home? (A large family, a couple downsizing, etc).
2. What are your favorite features of your home? Why?

Looking forward to hearing from you!

*\*Customization note: update this email with your greatest strengths as a listing agent and key questions you'd like them to answer—but be careful not to overwhelm them with too many questions. Think about engaging questions that would be fun for them to answer.*

## Week 9- Email

**Subject: Top 6 ways to improve your home's first impression**

Hi,

Did you know that doing just a few simple, inexpensive things to your home before you put it on the market can increase your home selling potential up to 10%?

I attached a really popular "Top 6 ways to improve your home's first impression" list that my past clients found really helpful when we were selling their home. I hope you find it helpful as well!

Thanks and looking forward to hearing from you!

*\*Customization note: No edits needed. Just make sure you have access to Market Insider as this email references a list that you'll need on Market Insider. If you don't have Market Insider—customize this using the "Week 9 Email under Alternate Emails" below.*

## Week 9- Response Email

**Subject: oops--here's the attachment**

Sorry about that! Here's a link to the article—hopefully you get it this time! <insert agent website>/miarticles/articleid/106/

Let me know what you think.

How's your week shaping up? When would be the best time we can connect via phone this week?

Thanks,

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*\*Customization note: You must have Market Insider to use this email. The system will automatically insert a link to your website with the appropriate “6 Ways...” article from Market Insider. If you’d like to make sure this link works before you send it to contacts, save it under a different name, and email it separately from your “My Saved Designs” to yourself to make sure the link works. If for some reason it doesn’t, you can manually replace the link in this email with your website’s web address plus “/miarticles/articleid/106” at the end. So if your website was “searchingyourtown.com” it will read: <http://www.searchingyourtown.com/miarticles/articleid/106/> If you don’t have Market Insider—see Week 9 Response Email under Alternate Emails below.*

## Week 10- Email (customization required\*)

### **Subject: Interested in free staging?**

Hey, I just wanted to drop you a quick note. I have a special offer going on right now for a free home staging consultation with my favorite local home stager (they help make your house look pretty when we show your property). These guys are awesome and this is a service I highly recommend. The deal is good for the rest of this month.

Let me know if you’re interested!

*\*Customization note: Make sure you are comfortable offering “free staging”. Customize it with your own free giveaway.*

## Week 11- Email (customization required\*)

### **Subject: Negotiating on your behalf**

Hi,

When it comes to selling your home, you’ll want someone who can negotiate effectively on your behalf. As an expert negotiator, I’ll work closely with you to create a unique plan based on your goals, the neighborhood competition, and the unique benefits of your home. We will sell your home at the best price possible in today’s market.

I’d be happy to sit down with you and explain how this works at no charge.

<include a reference video with testimonials, site with testimonials—or enter in a testimonial from a past client>

*\*Customization note: Add your own customer testimonials.*

## Week 12- Email

### **Subject line: How to get help selling your home**

Hey- I’ve been emailing you and have yet to hear back from you—so I don’t even know if what I’m sending is helpful. When you initially reached out to me you were interested in the value of your home. Are you just looking to refinance or do you want to potentially sell sometime down the road?

I don’t want to bug you, so here’s how you can contact me:

<insert agent name>

<insert agent phone number>

<insert agent email>

I would love to help you have a very positive and successful experience selling your home. I wish you and your family the best.

Warm regards,

*\*Customization note: Make sure your contact information is correct.*

## Week 12- Activity

**Activity Title:** The Seller Lead Conversion Campaign has ended

### **Body of Reminder/Activity:**

The Seller Lead Conversion Campaign has ended. We recommend that you put this contact on a new campaign. Suggested campaign: Long Term Sellers

## Alternate Emails (no customization required)

### Week 6 – Email

**Subject: Is this the time to sell?**

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Hi,

Are you wondering if this is a good time to sell? In our area we're seeing a market where home values have rebounded and are steadily climbing. If you market and price the home correctly, you may have multiple buyer offers coming through within days of a property going on the market. And, if you're looking to upgrade, it's more affordable than ever with low mortgage rates.

Visit my website to see current stats for your zip code. Most of my clients find this really useful!

Any questions for me?

## Week 9 - Email

### Subject: Top 7 mistakes to avoid when selling a house

Hi,

Did you know that doing just a few simple, inexpensive things to your home before you put it on the market can put thousands of dollars back in your pocket at closing time?

I attached a really popular "Top 7 mistakes to avoid when selling a house" list that my past clients found really helpful when we were selling their home. I hope you find it helpful as well!

Thanks and looking forward to hearing from you!

## Week 9 - Response Email (7 mistakes to avoid list)

### Subject: oops--here's the attachment

Sorry about that—I forgot to send you the article! Here's a link to it—hopefully you get it this time.

<http://www.realty101.com/7-mistakes-to-avoid-when-selling-a-house>

How's your week shaping up? When would be the best time we can connect via phone this week?

Thanks,

## Getting Started

### Steps to set-up your account to be ready to use the Seller Leader Conversion Plan on your next seller lead:

1. Create Quick Text email templates out of the following emails:
  - a. Day 1: Pre-CMA  
*Note: We recommend you create different versions of this email for each seller source you may receive. ( i.e. Pre-CMA for Trulia leads; Pre-CMA for blog leads, etc)*
  - b. Day 3: Homes for sale similar to yours
  - c. Day 5: Market statistics in your area
2. Customize and start your Seller Lead Conversion Campaign so it's ready to go and 1 click away when you get a new lead.

*Note: There are two versions of the Seller Lead Conversion campaign available for you in your Marketing Center; a custom one that requires customization and a generic one that does not. Regardless of the one you use, we highly recommend customizing your emails in your own words. Also, the custom one assumes you have Market Insider, so if that feature isn't available to you, use the generic one and customize it.*

3. Decide which property report you will use to respond to the home valuation request. Whichever you use, remember to keep the price range broad!
  - a. Option 1: Use your own preferred report.
  - b. Option 2: Seller's Market Report. This is a template report with limited customization, but will automatically generate active and sold comparables for you to choose from.
  - c. Option 3: Sellers' Home Valuation. This is fully customizable and prints off on one page beautifully. This can be found in the flyers section of the Marketing Center.

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