

Engage Your Way to the Top



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The Plan for Today...



Effectively
responding to
new leads



How you can
automate your
follow-up



Tips for getting
more phone
numbers



Today's call will be recorded



New Buyer Lead Engagement

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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!

market leader

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 can be pretty confusing, and so I'd love to chat briefly with you to answer questions and get a better idea of your needs. Give me a call back at xxx-xxx-xxxx. I look forward to hearing from 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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Seller Lead Engagement

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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.

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New Seller Lead – CMA Follow-up



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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Seller Re-Engagement



Subject: Hi [First Name]...

A few homes just sold in your area and it's likely changed the value of your home. Can I send you an updated estimate of its value?

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Seller Re-Engagement



Subject: Hi [First Name]...

A few months back, you were researching the market value of your home on [ADDRESS]. Because so much has changed, would it be of value to receive a new, REVISED market valuation report? – Simply reply back with "Yes". It's free w/no obligation.

Your home could be worth way more than you think!

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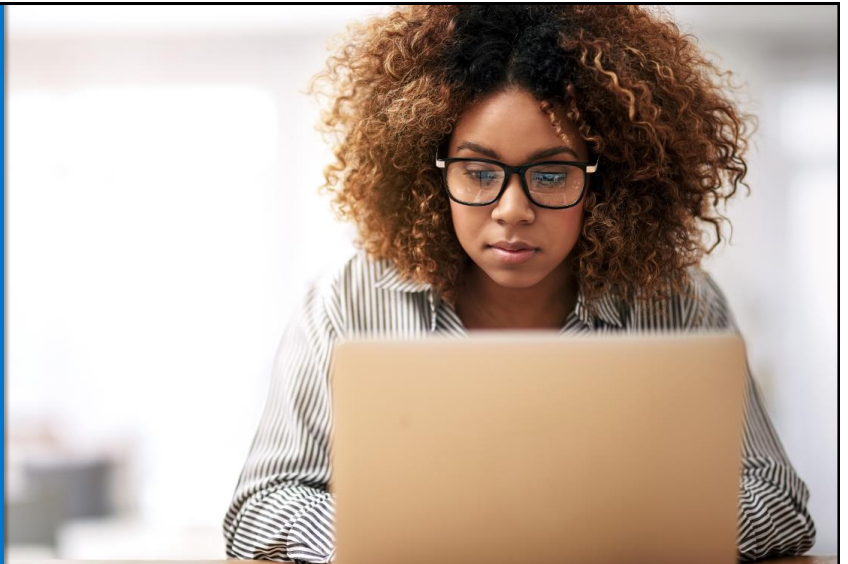


Automate Your Follow-up

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Leverage Campaigns

1. Save your email
2. Create a custom campaign
3. Add your email
4. Add a group



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Marketing Automation, FTW!



Contacts

New contacts come into your system (Lead or Seller)

Groups

Automatically assign them to groups based on the contact **type**

Campaigns

Add them to campaigns based on **group** assignment

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Get More Phone Numbers

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It Doesn't Mean They're Not Serious...

A phone number is an indication of their **timeline**, not their **ability**.

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Ask for Their Phone Number



Subject: Help me help you

I am missing your phone number in your account. By providing your phone number you can give me chance to provide the best possible service, and make buying your dream home even easier! It only takes a few seconds to [update your account](#), or you can simply reply to this message.

Thank you very much!

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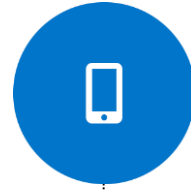
Engage Your Way to the Top



Maximize engagement with buyers and sellers



Create a 1-step campaign to automate your follow-up



If phone numbers are important to you, ask for it



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QUESTIONS?

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