

market leader.

CORE CURRICULUM SERIES

STAND BACK! THAT'S MY BUYER



Alyson Engelbrecht
Trainer & Instructional Designer

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AGENDA

- "I got a new lead, what do I do?"
- How leads use your Market Leader website
- How to follow-up with new buyers using 9 day action plan
 - Send recommended listings/Using the Initial Contact Wizard (ICW)
 - Adding Listing Alerts
 - Using Market Insider
 - Adding Contacts to Campaigns



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What Do We Know About Buyers? market leader.

Buyers spend 3 months "actively researching" before buying a home



What's the Most Important Factor in Selecting an Agent?



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9-Day Buyer Action Plan market leader.

- **Day One:**
Initial response / ICW or Recommended listings
- **Day Three:**
Email Communities Served
- **Day Four:**
Send Listings
- **Day Seven:**
Send Testimonial Email
- **Day Nine:**
Review & Respond



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Day 1 : Recommended Listings market leader.

- Call / Email
- Send recommended listings
- Add reminders

Welcome from Ellen Smith

Hello, my name is Ellen Smith and I am with East Lake Real Estate Company. You just signed up on my website so I wanted to introduce myself and give you some information about me.

I can offer a wealth of knowledge and services to assist in all your real estate needs. My website has all the same features as the large national websites, but still keeps my local, friendly, customer-oriented approach. Feel free to view as many homes as you like, save the ones that appeal to you, ask as many questions as you need. I will be happy to work with you on finding and purchasing the perfect home.

Be sure to sign up for daily alerts of homes for sale so you know the instant your dream house hits the market.

Please keep in mind that buying your new home may depend on selling your current home. I will be happy to evaluate and market your home for you. If you live outside my area, I can refer you to one of my many associates around the country.

If you need anything, you can contact me directly at 425.555.1232.

Thanks!
Your Password is - 5VQmf Login now
To search for homes [click here](#)



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Day 3 : Connect with Communities market leader.

- Call
- Check whether they came back to your website
- Email a link to your Communities Served

www.searchingyourtown.com/community/area/Bridle%20Trails

Bridle Trails is one of the most sought after and most desirable communities in the greater Puget Sound area for residential living. There is also an outdoor area for recreational views.

Search for homes in Bridle Trails with a detailed address database and/or Bridle Trails Search for homes in Bridle Trails with a detailed address database and/or Bridle Trails Search

Search Bridle Trails Homes for Sale

Type: All Types Beds: any Baths: any

Price: Min Max Min Max

Today's Market Trends for Bridle Trails *

Median Listing Price:	\$1,213,000	0.00%
Median Listing Price/Sq Ft:	\$406,000	0%
Total Listings:	123	0.00%
Total Listings Previous Months		
September	115	0.00%
August	106	-0.00%

Bridle Trails Listings Search

- Bridle Trails Home Listings (17)
- Bridle Trails Home Listings (2)
- Bridle Trails Home Listings (2)
- Bridle Trails Single Family Homes for Sale (1)
- Bridle Trails Single Family Homes for Sale (1)
- Bridle Trails Single Family Homes for Sale (1)

Communities Served

- Belfair
- Bellevue

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Day 5: Neighborhood listing alert market leader.

- Call / Email
- Send listings
 - Recommended

Subject: Make your home search better in 2 minutes

I want to make sure you are getting exactly what you need from me, so to help me provide the best possible service, I've included a link below so you can review your information.

INSERT LINK HERE

Just click on the 'Sign In' link at the top right of the page and you can update your contact info, change your password, and review your search criteria to ensure I have the most accurate and up-to-date information. Also, let me know if you have a preferred method of contact, so I can provide you the very best experience.

Thank you very much,

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Day 7: Send Testimonial Email market leader.

Testimonial Email
Send this email on Day 7:

Subject: Hear what my clients are saying

I know the real estate search can take time, and taking the next step of choosing an agent can be difficult and sometimes overwhelming. I've had the pleasure of working with some amazing clients in your area, and they wanted to share their experiences:

INSERT LINK TO TESTIMONIALS/RECOMMENDATIONS

When you are ready to take the next step, I'd love to further discuss your needs and make your real estate experience the very best. In the meantime, take all the time you need.

Thank you very much,

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Day 9: Review & Respond market leader.

- Add or update an automated listing alert
- Add to buyer campaign
- Create a long term buyer group
 - 9 Day buyers
 - Internet buyers
 - Long term buyer email

Thinking About MAKING A MOVE

Before you're making a move, here are the first steps in the home buying process:

- Determine what you can afford to pay
- Determine how you plan to pay for your home
- Determine what you can afford to pay for a home
- Determine what you can afford to pay for a home

Do you need to be visually finding out how much you can afford to pay?

Do you need to be approved for the buying of the home buying process?

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TIME SAVING TIPS FOR YOUR ACCOUNT

Quick Text Templates
Start Buyer Lead Campaign

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Streamline Your Engagement market leader.

- Quick Text Templates

Email Quick Text

Save time by customizing reusable "Quick Text" for your emails to contacts.

Select a Quick Text

Select a Quick Text

===Personal Content===

- Website Visitor Follow-up
- 9 Day - Day 1 Email
- 9 Day - Day 3 Email
- 9 Day - Day 5 Email
- 9 Day - Day 7 Email
- Buyer Day 1 - In Office
- Buyer Day 1 - Out of Office
- Buyer Day 3 - Market Insider Link
- Buyer Day 3 - Recommended Listings
- Buyer Day 5 - Narrow Listing Alert
- Buyer Day 7 - Follow up on Property Information
- Contact Already Has an Agent
- Home Addresses Access
- Home Information You Requested
- Import Welcome email
- Listing Alert Campaign Week 2
- New Lead - Active Rain
- New Lead - HouseValues

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The Beauty of Interval

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- Contacts added to interval campaigns will always start at the beginning of the campaign
- An interval campaign will not end if contacts are added



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When Prospects Reply...

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- Customize your approach to the prospect
- Evaluate the Buyer Lead Campaign, should it continue?
- Leverage your best practices to win an appointment!

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What's next...? Next Steps

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- Put the 9 day action plan into action!
- Create quick text templates
- Customize and start your Buyer Lead Campaign



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QUESTIONS?

Visit www.Learn.MarketLeader.com

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