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CORE CURRICULUM SERIES

STAND BACK! THAT'S MY BUYER



Alyson Engelbrecht Trainer & Instructional Designer

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What Do We Kno	ow About Buyer	s? market leader.
0mo 1mo 2mo 3mo 4	s "actively researching" b mo 5mo 6mo 7mo 8mo 9n	pefore buying a home
Phase 1: Online Research	Phase 2: Active Research	Ready to Buy
	s the Most Important ting an Agent?	Factor in
35%	→	Reputation
18%	─	Honesty & Trustworthiness
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Page 1: Recommended Listings Welcome from Ellen Smith India you want in Ellen Smith and I you with test Lake Red Earle Corpew, You joint performance of the Company of the Page 1 you want in Ellen Smith and I you will be test the Red Earle Corpew, You joint performance about an experiment of the Company of the Young your and you want to be reduced in your did you you know and you you know they want to be a seen as of your you make a great a rank, the wanted has been a first a great a rank, the you distant has all the same fractions as the large radius and an advantage of the Switzer and your performance and you for the Young and you from the Switzer and you want to be a red to be you go for the Switzer and you want to be a red to be you go for the Switzer and you want to be a red to be you want to be a red to be you for the Switzer and you want to be a red to be you for the you. If you be notable may want, I can't be the being you for men you good on an other time of you want. I want to be a red to be you have a proposed in you. If you have during the great and you have the mentary you want. I want to be a proposed and you have the mentary you want. I want to be the page you contact me directly at 455.355.1222. **Toward Password in - SWOMF Lagar most **Toward Reserved I want I year to want I want I year to want I want I year to want I year t

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

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Day 7: Send Testimonial Email

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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

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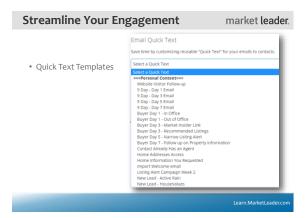
- Add or update an automated listing alert
- Add to buyer campaign
- Create a long term buyer group
 - 9 Day buyers
 - Internet buyers
 - Long term buyer email

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9-Day Buyer Action Plan	market leader.
Day One:	
Initial response / ICW or Recommende	d listings
Day Three:	
Email Communities Served	
Day Four:	
Send Listings	25 79
• Day Seven:	160
Send Testimonial Email	RIVE
• Day Nine:	
Review & Respond	M
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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 **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event fires after X days **The Beauty of Interval Campaign: Each event

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?	
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