

New Seller Lead Campaign

Action 1: SMS

Delay: 5 - 10 Minutes

Hi [FirstName],

I received your online request for a home evaluation.

Before I try and figure out the exact value I have some questions about your home.

When would be a good time to jump on a quick call? - [AgentFirstName] [AgentLastName]

Action 2: Email

Delay: 6 Minutes

Subject: Good [Morning,Afternoon,Evening] It's [UserFirstName] from [LeadVisitedUserWebsite]

Hi [FirstName],

I received your online request for a home evaluation.

Before I try and figure out the exact value I have some questions about your home.

When would be a good time to jump on a quick call?

Thanks,

[Signature]

Action 3: Email

Delay: 3 Days

Subject: Still Need Your Home Value?

Hey [FirstName],

I just finished completing a market analysis for your home... want to grab a quick coffee and hop onto an online meeting to discuss? Does today or tomorrow work better for you?

Best,
[Signature]

Action 4: Email

Delay: 5 Days

Subject: Selling your home? What's next for you?

Hi [FirstName],

You recently contacted me about the value of your home, however I haven't had success in connecting with you yet.

Knowing where you want to go and what you will be doing next, can greatly affect when and how you sell your current house.

Remember, there is no success without a proper plan. I'd love to have a chat with you to discuss what your plans are after you sell. I'm available most evenings, if that works for your schedule.

Best Regards,

[Signature]

Action 5: SMS

Delay: 1 Minute

Hi [FirstName], it's [AgentFirstName] [AgentLastName]. I haven't heard back from you with respect to your home value. Are you free this evening or tomorrow for a quick chat?

Action 6: Email

Delay: 1 Week

Subject: You Have the Best Timing!

Hi [FirstName],

Your timing couldn't be better to consider selling your home, currently the market has really started heating up.

I am more than happy to provide you the exact value of your home so that you can get an opportunity to see what level of service I provide for my clients. I am aware that an evaluation doesn't mean that you'll be "listing" your home right away, but finding out the value now can help you determine what you are doing in the future.

Let's schedule something today! That way you will have one (or maybe more) less unanswered question on your mind.

[Signature]

Action 7: Email

Delay: 2 Days

Subject: I Know You're Busy...

Hi [FirstName],

I'm looking forward to chatting with you soon to provide you with the evaluation of your home.

I know you're busy, so if it is more convenient for you to send me photos of your home so I can see inside instead of a walk through feel free to reply to this email with those pictures.

Best Regards,
[Signature]

Action 8: Email

Delay: 1 Week

Subject: Going... Going... SOLD!

Hi [FirstName],

You may think that every house in your neighbourhood that gets listed is sold, but that would be incorrect. Many houses expired and never actually get Sold. When you choose the right agent, you can make certain that your home will end up in the SOLD pile and not the lost pile.

Would tomorrow work to briefly meet for a coffee so we can have a chat about what I offer and what would be required in order to sell your home?

[Signature]

Action 9: Email

Delay 1 Week

Subject: Things to Consider When Selling Your Home

Hi [FirstName],

So you've decided to sell your home. Now, what's your next step if your home sells? You have to consider where you are going to buy or rent next. Below are some factors to reflect on what's best for you and your family:

- What type of home are you looking for? Depending on what stage of life you're in, your needs will vary. If you are starting a family, you're probably hoping to have more room to expand. If you are retired and your kids are living on their own, you may want to downsize to a smaller home or condominium.
- What are you going to do with your belongings? If you can't move the contents of your old home into the new one, you'll need to come up with a plan. You can have a garage sale to get rid of unused items, donate household items or ask your family or friends if they would like anything.
- Should you port your mortgage? If you have an existing mortgage with a great rate, you may want to transfer it to your new purchase. Talk to your mortgage adviser for details.
- Who should you contact after you sell? You'll need to inform your billing companies, banks, government offices, magazine subscriptions etc of your new address.

Need more information? Please call or email me if you have any questions or if I can assist you with any of your real estate needs. I would be happy to help.

[Signature]