

Guaranteed SOLD Plan

Communications Process

1.

Send Text #1 immediately.

Free Tool for Faster Texting

Hi ____,

We received your request for our [area/city] GUARANTEED SOLD home sale plan and will have the info over to you shortly by email. Can I help you with anything else right now?

2.

Confirm Auto-Email was Sent to Lead.

- Look for carbon copy (CC) of the automatic email to ensure it was sent to the lead.
- When you see it, proceed to #3 immediately.

3.

Send Text #2 after confirm Email sent.

Hi _____,

Your GUARANTEED SOLD flyer was just emailed to you a few moments ago. Did you get it?

(Response if they answer YES)

Great! Would you like to learn the MAX PRICE you can get for your home?

4.

If no response thru #3, call.

- Wait up to 5 minutes for a response from text or auto-email.
- If no 2-way communications, call immediately.

5.

Text again (optional)

- Home prices are high and may be peaking soon. Which means prices could begin falling.
- Use "the fear of falling prices" as a final reason to text before moving lead to "Cool" status for hand-off to partner or CRM.

Hi _____,

Just checking back a final time. Would you like to learn more about our GUARANTEED SOLD home sale plan while Tampa home prices are still peaking?

Get 100 Listings



Convert More Deals

Real Estate Lead Conversion Principles

1.

What You Need to Get Started.

- You need low-cost leads & a large volume. Cost per lead at or under \$5 per lead will work well. Facebook is the #1 platform.
- 50 or more leads per month is recommended.

2.

Speed Matters.

- No middlemen. Send leads directly to the person working them.
- Work your leads within 15 minutes for 5x better results.

3.

Diagnose; Don't Delegate.

- Handing off your leads will most likely result in failure.
- If you MUST delegate, best practice is for you to qualify the lead and "set the hook", THEN delegate the grunt work (showings, pre-qual, etc.).

4.

Know What to Expect

- 10% of leads will be HOT (active, interested, communicating)
- 80% of leads will be COOL (looking/not talking, lower interest, longer timeframe) IDEA: Send these to partner agent to work?
- 10% of leads will be JUNK (Realtor's testing, bad info.)

5.

Divide & Conquer

- Segment your leads; put into "buckets".
- Keep best ones, send credit problems to repair, use rent-to-own to your advantage, put slow-movers into follow-up system.

6.

Focus & Win

- Focus on the best handful of leads. Don't chase everyone.
- Lead not responding? Forget them, move to the next lead.
- Your goal is to convert 1, 2, or 3 deals per month.

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