

New Homes Program

Communications Process

1.

Send Text #1 immediately.

Free Tool for Faster Texting

Hi _____,

We received your request for our NEW HOME cash rebate program 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 NEW HOME cash rebate flyer was just emailed to you a few moments ago. Did you get it?

(Response if they answer YES)

Great! Would you like your Printed Cash Rebate Voucher to lock-in your cash back offer on any new home in _____ (insert area/city)? The voucher is free and there is no obligation. Want the voucher?

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)

- You have a PRINTED VOUCHER (pdf) that prospects must ask you for.
- Feel free to use it as a final reason to text before moving lead to "Cool" status for hand-off to partner agent or CRM.

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Hi _____,

Just checking back a final time. Would you like your New Homes Cash Back Voucher for up to \$_____ rebate on any new home in _____ before the program expires?

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, 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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