



Follow Up for Buyer Leads

Use Hashtag #LongBuyerCampaign to opt someone into this campaign

Follow Up Campaign for Buyer Leads that features a lot of follow up at the beginning and touch points later. Includes 35 touches over 600 days.

MIN 3 Text/SMS Buyer - immediate text

Hi, thanks for requesting property info on our site. Just curious, are you actively searching for a property, or just browsing right now? -{agent_first_name}

MIN 4 Email Conversation Starter Hand Picked List Offer

Thanks for landing on my website just now.

If you'd like to share some details about your search, I'd be happy to do a little research and send a few hand picked listings that might fit your criteria.

Just let me know beds/baths, price range, area, etc...

Thanks!

DAY 2 Call Attempt Phone Call

Call and DO leave a voicemail

DAY 2 Task Make Sure Property Alerts Are Set Up

You can set up property alerts from the left side of the contact record. Daily frequency is recommended. Don't worry about being too general on property criteria.

DAY 3 Email Prosperity Home Mortgage Intro

Hi,

As you might already know, getting pre-approved for a mortgage is usually one of the first steps in the home buying process.

Have you been pre-approved yet?

I can put you in touch with one of our Prosperity Home Mortgage Consultants if you want?

Thanks,

{agent_first_name}



Follow Up for Buyer Leads

Use Hashtag #LongBuyerCampaign to opt someone into this campaign

DAY 5 Email Conversation Starter - Day 5 (own a house?)

Hi,
Just curious, do you currently own a house?

I'm asking because the market is really active and there's a big inventory shortage. If you're at all thinking about a sale this might be a good time.

Happy to discuss if you want?

-{agent_first_name}

DAY 7 Text/SMS Conversation Starter Day 7 Check In

Hi, Just checking to see if you've been getting the real estate listing email updates I've been sending? If you'd like for me to change the criteria, let me know? Thanks, {agent_first_name}

DAY 20 Email Check-in email property viewer

I hope you're having a great day!

I wanted to check in to see if you have any questions so far. If you see any properties you would like more information, I am always available and working. I'd love to support in any way!

Please feel free to reach out at any time.

{agent_first_name}

DAY 25 Text/SMS Time to chat text

I have time today/tomorrow if you would like to talk about your real estate search. What works better for you...morning or afternoon?

DAY 26 Call Call and leave VM

Call and DO leave a voicemail

DAY 35 Call Call and leave VM

Call and DO leave a voicemail

DAY 45 Text/SMS Checking In

Just checking in. How are you?

DAY 65 Call Call and leave VM

Call and DO leave a voicemail

DAY 65 Add Tags Subscribe to LongNewsletter

Subscribe to the Homes & Trends monthly newsletter

DAY 90 Call Call and leave VM

Call and DO leave a voicemail



Follow Up for Buyer Leads

Use Hashtag #LongBuyerCampaign to opt someone into this campaign

DAY 100 Text/SMS Been a while still in market text
We've been sending you real estate info and alerts for a while now... Just curious are you still in the market?

DAY 120 Call Call and leave VM
Call and DO leave a voicemail

DAY 150 Text/SMS Checking In
Just checking in. I have time today/tomorrow if you would like to catch up. What works better for you...morning or afternoon?

DAY 151 Call Call and leave VM
Call and DO leave a voicemail

DAY 180 Call Call and leave VM
Call and DO leave a voicemail

DAY 210 Text/SMS Checking In
Just checking in. How are things going?

DAY 240 Call Call and leave VM
Call and DO leave a voicemail

DAY 270 Email Still in market email
Hey! Are you still in the market for a new place to live? If so, I'd love to take a few minutes to see how I can help. I've got some time in the next couple of days that we can chat.

Does morning or afternoon work better for you?

DAY 300 Call Call and leave VM
Call and DO leave a voicemail

DAY 330 Call Call and leave VM
Call and DO leave a voicemail

DAY 360 Text/SMS Been a while property viewer text
Hi - It has been quite some time since you initially contacted me. Do you want to reconnect and chat about your real estate search?

DAY 390 Call Call and leave VM
Call and DO leave a voicemail

DAY 420 Call Call and leave VM
Call and DO leave a voicemail

DAY 450 Call Call and leave VM
Call and DO leave a voicemail



Follow Up for Buyer Leads

Use Hashtag #LongBuyerCampaign to opt someone into this campaign

DAY 480 Email Been a while home search email

Hi there. Any updates on your search for a new home? I've got a few in the area that might work well for you, if you're still interested.

Can I give you a call in the next day or two?

DAY 510 Call Call and leave VM

Call and DO leave a voicemail

DAY 540 Call Call and leave VM

Call and DO leave a voicemail

DAY 570 Text/SMS Still in market yes no text

Hi there... just checking in again. Are you still in the market to buy or sell? Let me know yes or no either way?

DAY 600 Call Call and leave VM

Call and DO leave a voicemail

DAY 610 Status Change Status to Sphere
