



## Follow Up for Seller Leads

Use Hashtag #LongSellerCampaign to opt someone into this campaign

Follow Up Campaign for Seller Leads that features a lot of follow up at the beginning and touch points later. Includes 26 touches over 365 days.

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**MIN 5**      Text/SMS      Initial Text

*Hi {lead\_first\_name}! I saw that you just requested a home valuation from my site. You should also receive a market report. If you have any questions about either of those feel free to reach out!*

**DAY 2**      Call      Call and Leave VM

*Call and DO leave a voicemail*

**DAY 3**      Email      Your Home Valuation

*Hi,*

*I saw that you requested a home valuation. If you are interested in finding out the value of your home in today's market I can give you a much more accurate idea of your home's value than what you can find online. Can you confirm your home address by responding to this email?*

*Once I have your property address I can start building a detailed home analysis right away. If you have any questions about this please feel free to reach out any time.*

*Thank you!*

*{agent\_full\_name}*

**DAY 4**      Task      Set up Listing Alerts and Listing Valuation

*Based on the lead's response, make sure they are set up on an appropriate Listing Alert and Listing Valuation.*

*Unsure how to add a Listing Alert? Watch this quick video: <https://ire.wistia.com/medias/m2p0j0gw8x>*

*Unsure How to add a Listing Valuation? Watch this quick video: <https://ire.wistia.com/medias/gtxtmsak2x>*

**DAY 15**      Email      Did you receive the Market Report I sent over?

*Hi,*

*Did you receive the Market information I sent over? Sometimes these land in your spam folder, so let me know if you're not receiving them. I'll continue to send this report out monthly, but I would love to send you a more personalized report specific to your property if you'd like. Please respond with your address if so. Thanks!*

*Look forward to hearing from you,*

*{agent\_first\_name}*

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**DAY 40**      Email      Check your home value for free

Hi,  
*Curious what's happening with your Home Value? You can get a free instant Home Valuation anytime on {agent\_site\_url}/seller/valuation/ Check as often as you like, you'd be surprised at how much it can change! Just enter your address & we'll send you a personalized home analysis.*

*Not ready to list? No problem! We're here for the long term to help with any of your Real Estate needs along the way!*

Take care,  
{agent\_full\_name}

**DAY 40**      Add Tags      Long Newsletter

*Automatically signs them up for the monthly Homes & Trends newsletter*

**DAY 45**      Text/SMS      If you have any questions just ask!

*Hi - You may not be ready to sell just yet but I'm always here if you have any questions about getting your home ready to list or just market conditions in general... just ask!*

**DAY 60**      Email      Increase Your Curb Appeal

Hi,

*Would you like to get an email list of things you can do to increase your curb appeal? Let me know and I would be happy to supply you with a great checklist!*

Best,  
{agent\_first\_name}

**DAY 60**      Call      Default Get Seller | Call

*This lead was previously interested in receiving a home valuation. Review notes and call to check-in.*

**DAY 85**      Email      Call me for a free consultation!

Hi,

*Helping buyers fall in love with your property takes more than running the vacuum and fluffing the pillows: It's all about decluttering, repairing, updating, and depersonalizing.*

*I can help you choose where to best spend your time and money getting ready to show your home off to potential buyers.*

*Call me for a free consultation!*

Best,  
{agent\_first\_name}



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**DAY 105**      Text/SMS      Your home value might have changed

*Hi, Your home value might have changed. Would you like me to run an updated Market Analysis?*

**DAY 110**      Email      When the time is right

*Hi,*

*It is not uncommon for homeowners to start researching for their next move 6 months or more before they are ready to take the leap! When the time is right, I would love to help you with your next move– but in the meantime, I will be here to answer any questions you may have along the way.*

*Just let me know!*

*{agent\_first\_name}*

**DAY 120**      Call      Default Get Seller | Call 2

*This lead was previously interested in receiving a home valuation. Review notes and call to check-in.*

**DAY 130**      Email      The right list price for your home

*Hi,*

*When you are thinking of selling, pricing your home correctly is very important! Crunching the numbers and accounting for the area and condition of your home is a good route to establishing an accurate home price.*

*I would be happy to tour your home to give you a targeted list price. No obligation! Just reach out anytime.*

*Best,*

*{agent\_first\_name}*

**DAY 155**      Email      Are you looking for another property?

*Hi,*

*Are you looking to purchase another property in the area if you sell your home?*

*I would be happy to send you some listings to browse through, or update your alerts if you are already receiving listings from me!*

*Best,*

*{agent\_first\_name}*

**DAY 180**      Call      Default Get Seller | Call 3

*This lead was previously interested in receiving a home valuation. Review notes and call to check-in.*



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**DAY 180**      Text/SMS      Schedule a walkthrough

*Would you like to schedule a walk through of your home so I can give you some tips on what you can start doing now to get your home ready to list later?*

**DAY 205**      Email      Buyers first impression

*Hello,*

*Your buyer's first impression will be listing photos, and studies show that homes with more than six listing photos online are twice as likely to be viewed by buyers.*

*I make sure that all my listings have a multitude of amazing professional pictures to draw people out to tour your home.*

*Feel free to reach out to see some examples of what good photos can do!*

*Best,*

*{agent\_first\_name}*

**DAY 235**      Email      The Buyers Perspective

*Hello,*

*If you are going to sell your home, it's always best to put yourself in the buyers' shoes. I would be happy to stand at the curb and walk through your home with fresh eyes to offer the buyer's perspective. No Obligation! Then we can discuss what tweaks can be done to get it sold quickly.*

*Best,*

*{agent\_first\_name}*

**DAY 240**      Call      Default Get Seller | Call 4

*This lead was previously interested in receiving a home valuation. Review notes and call to check-in.*

**DAY 260**      Text/SMS      Are you considering selling?

*Hi, In the past you showed interest in finding out the value of your home, Were you considering selling? Just checking in to see where things stand now.*



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**DAY 285**      Email      Just a couple of questions

*Hello,*

*You can always check the value of your home at {agent\_site\_url}/seller/valuation/*

*Because I have not seen the home in person, it might be a little off.*

*Just a couple of questions -*

*1 - Any repairs or updates needed?*

*2 - Have you already done any extra upgrades or remodeling?*

*I can update what you are seeing online with extra information anytime!*

*Best,*

*{agent\_first\_name}*

**DAY 300**      Call      Default Get Seller | Call 5

*This lead was previously interested in receiving a home valuation. Review notes and call to check-in.*

**DAY 310**      Email      The Market is Always Changing

*Hi,*

*The market is always changing. If you are thinking of selling your home, I can keep you updated on what homes similar to yours are selling for around you?*

*Best,*

*{agent\_first\_name}*

**DAY 335**      Email      Tips if you're thinking of selling your home

*Hi,*

*If you are thinking of selling your home in the future, there are a couple of projects you can be doing right now that will give you a big payoff later:*

- 1. Update your curb appeal*
- 2. Put up a fresh coat of paint*
- 3. Clear out that attic, basement or garage*

*I would be happy to help you pick out paint colors or give landscaping suggestions that will interest buyers. Give me a call!*

*Best,*

*{agent\_first\_name}*

**DAY 365**      Task      Call, restart or change campaign