



New Lead Conversation Starter

Use Hashtag #LongMarketCampaign
to opt someone into this campaign

7 Day Conversation Starting Campaign for Leads, who you might not yet know if they are planning to buy or sell or both. Includes 8 touches over 7 days.

MIN 3 Text/SMS Buyer - immediate text

Hi! I saw that you just requested a real estate market report from my site. If you have any questions about what you see feel free to reach out!

MIN 4 Email Conversation Starter Hand Picked List Offer

Thanks for landing on my website just now.

I just wanted to follow up and see what peaked your curiosity. Are you looking for general information, or are you considering an upcoming transaction?

If you are interested in finding out the value of your home in today's market, I can start building a detailed home analysis right away - I just need your address.

Or if you are actively searching and would 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...

Looking forward to making sure you have the data you need to make sound real estate decisions!

{agent_full_name}

DAY 2 Task Make Sure Alerts are Set Up

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 one minute video: <https://ire.wistia.com/medias/m2p0j0gw8x>

Unsure How to add a Listing Valuation? Watch this one minute video:

<https://ire.wistia.com/medias/gtxtmsak2x>

DAY 2 Call Attempt Phone Call

Call and DO leave a voicemail

DAY 3 Email Conversation Starter 2

Hi,

As you might already know, getting pre-approved for a mortgage is usually one of the first steps in the home buying process. I know you requested a market report, so if that is in preparation for a purchase I'd like to know... 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}



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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 8 Add Tags Add to LongNewsletter

Subscribes them to the Homes & Trends monthly newsletter

DAY 14 Task Transition to Long Term Follow Up

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