

10-Day Plan for Seller Leads

Day
1

- Respond fast! Call, text, or send an email
- Research your new lead, and their property
- Change their status to Made Contact



Save all of the emails as [Quick Text](#) templates in your system.

Day
2

- Send a quick CMA from your system
 - Send via email
 - Send via direct mail



Be sure to [download and activate the Market Leader mobile app](#) for an even faster follow-up!

Day
4

- Set up a listing alert
 - Active listings for comps, or
 - Pending and under contract listings
- Send an email explaining why

Day
6

- Check to see if they're engaging with you
 - Did they come back to your website?
 - Are they opening your emails?
- Send CMA follow-up email



Leverage [contact status](#) and [reminders](#) to help keep you on track.

Day
8

- Send additional comparable properties
 - Find homes similar to theirs
- Include email explaining why you're sending



If a contact responds, stop this plan and engage based on their response.

Day
10

- Change status to Cold
- Add to drip campaign to stay top of mind: Long Term Seller or Seller Gorilla Marketing



When it comes to online seller leads, you've got to have a systematic follow-up process that allows you to provide relevant content and stay top of mind. This 10-Day Plan helps you leverage your Market Leader tools to convert more listing leads into clients.

Contact Welcome Email

Hello, my name is _____ with _____ . You requested the value of your home on [source], and I wanted to introduce myself.

My website will remember you, so you can look at active MLS listings and market info whenever you like, hassle free.

If you have any questions at all, please don't hesitate to ask. Happy Searching!!



This Welcome Email will drive seller leads back to your Market Leader website, where they can browse comparable listings.



You should [customize your Welcome Email](#) so it matches your personality and tone. Here is a great template to get you started!



During the first 10 days, new leads should get your personal attention, automation can come later.

Key Behavior Triggers



Requested Home Valuation

This is the first step for a potential seller to gauge the market and their home's value. Even if the lead isn't the registered owner of the home they inquired about, doesn't mean they're not a good lead – many buyers can exhibit seller behavior early on.



Viewed or Saved Homes

A good indicator that they could be a buyer lead as well, or that the homes they're viewing/saving are the most similar to theirs. For viewed homes, try to look for similarities and patterns; for saved homes, reach out to the listing agent to get more details – both on the home features, and the price, then send the info to the home owner.

Lead Status Definitions

New: No action has taken place.

Made Contact: Action has occurred, attempting to engage with them.

Warm: Lead has visited website or opened an email from you.

Cold: Lead has not visited website or opened an email from you.

Pending: Lead is under contract.

Sold: Lead has closed (hooray!).

Trash: Lead has bad info, and you no longer wish to engage with them.

Custom: You can add your own custom statuses too!

Day 1

New Seller Lead Follow Up



Speed wins! Send this email as soon as you can.



Research your new lead and the property they inquired about



Be sure to send the [contact welcome email](#) after sending this.



Change their [contact status](#) to Made Contact.

Subject: [First Name]?

Hi there, I just received your request (via [source]) about the home in [city]. How can I help?

My name is _____ and I'm a realtor with _____. I'll be in touch shortly to provide the information you requested and answer any questions.

P.S. I'm going to send you a separate email with a special link to my website, so you can browse up-to-date MLS listings, hassle free.

Day 2

Send mini-CMA

Thank you for inquiring about the value of your property. I've prepared an estimated home valuation for you, which provides a range for the value of your home.

Please keep in mind that the value range I've quoted in the report is sight unseen. Condition and upgrades have a big impact on values in your neighborhood.

Would it be okay if I give you a call tomorrow evening to discuss the report? Do you have any questions?



Send a [quick CMA](#) from your system. This should be somewhat informal, with a ballpark estimate of the home's value. The real CMA can come later on.



The quick CMA includes a default email template. You should save time and [customize this default text](#) so it matches your personality and tone. Here is a great script to get you started!



Include active comps, and if your MLS provides sold data, you can include sold comps too.

Day 4

Set Up a Listing Alert

Subject: Hi [First Name]

I've set you up to receive listings in your area that are pending or have gone under contract. This will give you an idea of the activity of your market, and comparable home prices.

You should receive these property updates twice a week; if that's too much, or if you want to receive them more frequently, just let me know.



You can [set up a listing alert](#) for active listings, or you can choose pending or under contract properties to show them the activity in the market.



For new contacts, we recommend the weekly or twice per week frequency, so they don't get too many emails from you. Just be sure to adjust this email based on what you choose.



You can include a secondary contact (e.g. spouse, parent, partner) to also receive your listing alerts.

Day 6

Send CMA Follow-Up Email



Send this email a couple of days after you send the mini-CMA. This gives them time to receive, and review your home valuation.



Be sure to ask them how they felt about your valuation, so you can tap into the emotional aspect of selling a home. Some may be delighted, some may be frustrated, but it's a proven way to start a conversation.

Subject: Your [Area] Home Evaluation

I sent you a copy of the market value report that I worked up for you in the mail to be sure that you got a copy. Have you received it yet?

What did you think of the market value?
– A little high, too low?

If you have any additional information to share about the house that may impact the value I would be happy to revise it for you, just give me a call or send me an email.

Day 8

Market Insider Newsletter



Include this email when you [send MLS listings](#) to your seller lead.



Be sure the listings you send match the criteria and price range of the home they inquired about.



If their search criteria doesn't add up, or you don't have enough details to send relevant listings, email them and ask them for more information.

Subject: Hi [First Name] ...

This morning I got a call from a client that is looking for a [#] bedroom home in [area] for around [price].

I remembered that you had inquired about the value of your home online, and I thought you might want to take a look at the options I sent him to compare your home.

I hope you're having a great day!

Day 10

Stay Top of Mind

- ✓ Check their engagement: Did they visit your website? Are they opening your emails?
- ✓ If no engagement, change their status to Cold
- ✓ If they are engaged, change their status to Warm.
- ✓ Add them to a marketing campaign to stay top of mind.



Add them to a [campaign](#). We recommend the Long Term Seller or Seller Gorilla Marketing campaigns, along with any holiday campaign.



Set a [reminder](#) to check their engagement every few days for 1-2 weeks to ensure they don't fall off your radar. Then make a plan to reach out to them every few weeks.



Add them to a [contact group](#) for targeted, long term engagement – and to keep your database organized.