

MILLION DOLLAR  
PIPELINE PROGRAM

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## Engaging a Million Dollar Pipeline

Million Dollar Pipeline Program | Class 1



Jenn Tervo



Sheldon Rapoza

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### The Plan for Today...



Five strategies for  
successful lead  
generation



Engaging leads  
that have fallen off  
your radar



Re-engagement  
scripts for old or  
cold leads

★ Plus, a special 'Ask the Coach' session for your toughest lead scenarios! ★



Today's call will be recorded

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We Are Lead Generators

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**A Constant in Real Estate**



Lead generation is a year-round necessity to maintain success.

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**#1 – Have a Plan**



You must have an organized, proactive approach to lead generation.



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**#2 – Invest Time, Money, or Both**



If money is tight, invest time into lead generation...  
No time?  
Consider paying for leads.

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**#3 – Be Consistent**



Being consistent helps you avoid dry spells in your leads and income.



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**#4 – Always Link to Your Website**



Everything should be connected, your website should be at the center of it all.



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**#5 – Measure & Track Your Results**



If it can't be measured, it can't be repeated.

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**Know Your Database**

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**Identify Your Target Audience**

  
Keep your database organized with contact type, status, and groups.



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**Don't Re-Engage to Sell**



  
Do your research before reaching out...Make it personal if you can.

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**Look for Triggers**

**Search Behavior**

- Website visit
- Budget decrease
- Budget increase
- Area change
- Beds/baths
- Home type/criteria



**Life Events**

- New job
- Loss of job
- Marriage
- New baby
- Empty Nester
- Death or illness



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**Re-Engagement, FTW**



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**Three Buckets for Re-Engagement**



Cold or unresponsive leads



Leads that visit website but doesn't respond



Leads that fell off your radar



When it comes to re-engaging leads, the goal is the same, but the approach is different.



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Re-Engagement



**Subject: It's been a while...**

Just making sure that everything is O.K. I noticed that you haven't been looking at homes lately and wanted to see if you were still interested. Just reply to this email with a 1, 2, or 3 and let me know if:

1. If you're looking to buy soon but weren't finding what you wanted. We can chat, text or email at your convenience to refine your information and get you back on track.
2. If you're looking to buy in the future and need more time to "browse"...I want to make sure I'm sending you the right stuff based on your needs.
3. If you already bought and forgot about me, I'll be sad but I don't want to send you information you don't want.

Looking forward to hearing from you.




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Re-Engagement



**Subject: I miss you!**

I noticed you haven't been back my website in a while. I hope that means you've found what you're looking for; however if not, please feel free to browse the most up-to-date listings and market/neighborhood information.

If there's anything I can do to help, don't hesitate to ask!  
Thank you very much.

★ If they're unresponsive, try sending this from another email account too




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Re-Engagement



**Subject: Sheldon**

Are you still looking to buy a home?

**Subject: Jenn**

Are you still looking to sell your home?




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## You Dropped the Ball



**Subject: It's been too long**

*I can't believe I haven't touched base with you lately. How've you been? How's your home search going? Some new homes hit the market this week and I thought of you. Would you like me to send you the info?*

**Subject: It's been too long**

*I can't believe I haven't touched base with you lately. How've you been? The market in your area has really been heating up, which made me think of you. Would you like me to send you an updated market evaluation for your home?*

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## Totally Non-Responsive



**Subject: Hello? Is it me you're looking for?**

*A few months ago, you were on my website looking at properties in XX, and I noticed it's been a while since you've been back. If you are no longer on the hunt for a new home, I surely don't want to continue taking up space in your inbox.*

*I clean up my email list often, so if you are still searching, please reply to this email and let me know, and feel free to use my website – it's updated frequently with real-time MLS listings and market information.*

*If I don't hear from you, I'm happy to take you off my list. Thanks, and have a great day!*

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## Did They Unsubscribe?

- Check to see what they unsubscribed from
- Email them and ask they why they opted out



*I noticed you unsubscribed from my emails, and I just wanted to ask why? Was I emailing you too often? Or was the content not quite right? Did I miss the mark?*

*Either way, I will be sure to stop your emails, however if you simply wanted different or less frequent information, please let me know, so I can tailor the content and timing to your needs. In the meantime, feel free to visit my website for up-to-date listings and market info in your area.*

*Thank you very much.*

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**Opt-in Email (to re-subscribe)**



Thank you for getting back to me. To opt back in to receive property alerts and market data from me, simply click the link below to change your email settings:

<INSERT LINK HERE>  
(just click "subscribe" buttons and then click Update)

Thanks again!

★ This link will be your Market Leader website URL, with /mytools/#email-settings after the .com



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**Ask the Coach!**

★ Chat in your toughest lead scenarios! ★



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**QUESTIONS?**

**Want more?**

Visit [Learn.MarketLeader.com](http://Learn.MarketLeader.com)

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