



**market leader**

**How to Win Over New Leads in 10 Days**  
Million Dollar Pipeline Program | Class 2



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### The Plan for Today...

- ✓ Understanding your role of co-pilot
- ✓ 10-day engagement plan for new leads
- ✓ Email scripts for each step of the way
- ✓ Tools to engage other leads too!

▶ Today's call will be recorded

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### Online Consumer Timeline

0mo 1mo 2mo 3mo 4mo 5mo 6mo 7mo 8mo 9mo 10mo 11mo 1yr

RESEARCH PHASE (7-9 Months)

Phase 1: Online Research → Phase 2: Active Research → Ready to Buy

RESEARCH PHASE (6-7 Months)

Phase 1: Online Research → Phase 2: Active Research → Ready to Buy

- Among all generations, average home search process is about 4.2 months, according to Zillow
- Among consumers 57% of the buyers journey takes place before a sales professional is involved

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## Your Role in Their Search



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## Our 10-Day Plan (make it your own)

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## 10-Day Engagement Plan

- You must have a plan!
- Customize and adapt this to suit your needs
- If they respond during the initial 10 days:
  - STOP the 10-day plan
  - Change their status to Warm, Hot, or Cold
  - Respond based on their actions



System Tools We'll Cover:

- ✓ Contact status
- ✓ Listing alerts
- ✓ Send listings
- ✓ Market Insider
- ✓ Reminders
- ✓ Quick text

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## Day 1

- Send welcome email confirmation
- Text or call if they have a phone number
- Change status to Retry
- Create a reminder for 2 days out
- Research your new lead



### Welcome Email Confirmation

*Hi there, thank you for registering on my website. You should have already received a welcome email with your login information, so you can see all properties directly from the MLS.*

*Buying or selling a home can be an overwhelming process, so I'm here to help; if you have any questions at all, please don't hesitate to ask.*

*I look forward to helping you achieve your real estate goals!  
Thank you very much.*

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## Day 3

- Send website how-to email
- Review or setup a listing alert (weekly or twice weekly)
- Set your reminder for the next day



### Website How-to Email

*Did you know you can save searches on my website? This will allow you to save your search criteria and run the search with one-click.*

*To save a search, once you enter your search criteria, just click the Save Search button in the top right.*

*To run your search to see if there are any new properties that match your criteria, click on your name in the top right, and select Saved Searches.*

*Then just click Run to run a property search with your saved search filters. It's that easy!*

*Happy searching!*

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## Day 4

- Have they been back to your website?
  - Yes: Send Listings
  - No: Send No Listings email
- Text or call if they have a phone number
- Set your reminder for 2 days out
- If there are no listings to send, use the no listings email



### No Listings Email

*Hey, I just wanted to drop and line and let you know I've been keeping my eye out for new listings that match your search criteria. If anything hits the market that I think you'll want to see, I'll be sure to send it over.*

*If there's anything else I can do, please let me know.*

*Thank you very much!*

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## Day 6

- Have they been back to your website?
  - Yes: Send Listings
  - No: Do nothing (it's OK!)
- Send Market Insider email
- Review viewed listings and alert criteria
- Set your reminder for 3 days out



### Market Insider Email

*Did you know I have market, neighborhood, and local school information on my website?*

*Most of my clients find this information incredibly helpful during their search, so I wanted to be sure you had the link: [Link to Market Insider](#)*

*Thank you!*

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## Day 9

- Have they been back to your website?
  - Yes: Send Listings
  - No: Send email asking why
- Add to Market Insider Newsletter
- Set your reminder for the next day



### Haven't Returned to Website Email

*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.*

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## Day 10

- If no response during the 10 days, change status to Cold
- Set your reminder for 3 weeks out
- If at any point they unsubscribe, send an email to ask why



### Your Lead Unsubscribed

*Yikes! 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?*

*I will be sure to stop sending you 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.*

*Regardless, feel free to visit my website for MLS listings and market/neighborhood information.*

*Thank you very much.*

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## Win Over New Leads in 10-Days

### Day 1

- Text or call if you have a number
- Send welcome email confirmation
- Change their status to Retry
- Create a reminder for 2 days out

### Day 3

- Send website how-to email
- Review or setup listing alert
  - Weekly or twice per week
- Set reminder for the next day

### Day 4

- Have they been back to your site?
  - If yes, send Listings
- Text or call if you have their number
- Set reminder for 2 days out

### Day 6

- Have they been back to your site?
  - If yes, send Listings
- Send Market Insider email
- Review viewed listings and alert criteria
- Set reminder for 3 days out

### Day 9

- Have they been back to your site?
  - If yes, send Listings
  - If no, send email asking why
- Add to Market Insider Newsletter
- Set your reminder for the next day

### Day 10

- Change status to cold if no response
- Set reminder for 3 weeks out
- Do nothing for 3 weeks
  - Unless they contact you



Remember to customize this and make it your own, and stop the 10-day plan if they respond to you during the initial 10 days

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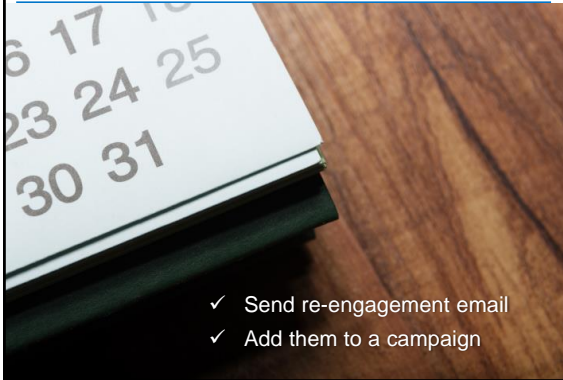
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## After 3 Weeks...



- ✓ Send re-engagement email
- ✓ Add them to a campaign

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# Want More?

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