

New Seller Lead Follow Up

Day 1

- Speed wins, respond fast!
- Research your new lead

Day 2

- Send a CMA
- Email or Direct mail

Day 4

- Setup listing alert
- Send email explaining why

Day 6

- Send market data
- Send CMA follow-up

Day 8

- Send additional comps
- Send email explaining why

Day 10

- Add to drip campaign
- Stay top of mind