

market leader.

99 Problems, but your System Isn't One

Your Market Leader system allows you to stay organized, on track, and top of mind. You have the tools at your fingertips to help you easily and effectively organize your leads, respond quickly, and create meaningful connections with your contacts.

Dashboard

Your Dashboard allows you to see what your priorities are each day when you log in. Here, you have a quick snapshot of items that you need to take action on:

- New Contacts
- Unread Messages
- Recently Active Contacts
- Reminders

You can also subscribe to the Daily Alert, which will send an email to you each morning with contacts that have visited your website, as well as any reminders that are due that day.

[Click here to learn more about the Daily Alert Email](#)

Reminders

Reminders are a great way to set activities for yourself to stay on track. When using reminders, there are three different kinds: Phone Call, Meeting, and Task. There are also system reminders that appear for birthdays, anniversaries, consumer website actions, and campaign reminders.

- Phone Call: Attaches to a contact
- Meeting: Attaches to a contact
- Task: Attaches to a contact
- System Reminders: Attach to a contact

[Click here to learn more about reminders](#)

Welcome Email

When a contact registers on your website, or if you add them to your system, the Welcome Email is the first email they will receive from you. Always be sure to customize your Welcome Email, and if you customized it a while back, revisit it to make sure it's serviceable, gracious, no pressure, and invites them back to your website.

Here is the Welcome Email template we used in today's class:

Hello, my name is <name>, with <brokerage>. You just signed up on my website so I wanted to introduce myself and let you know there is a real person behind this website.

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

[Click here to learn more about customizing the welcome email](#)

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Quick Text

Quick Text templates are a great way to store and send emails to your contacts. When creating your Quick Text templates, remember to store the subject line in the in the body of the text, that way you don't have to try to remember what the subject of your emails are. Just be sure to delete the subject from the body before sending!

Here is the template we used in today's class; send this as soon as you can after the welcome emails is sent:

Subject: Thank you, and come again

I just wanted to thank you for registering on my website at www.YourWebsite.com.

If you see any properties that you would like more information on, or if you have any questions, please don't hesitate to reach out to me. In the meantime, feel free to come back and visit my website as often as you like and stay as long as you like.

Please know, my intention is not to pester you; I just wanted to let you know I am here and available to help in any way I can.

Thanks again, and have a great day.

[Click here](#) to learn more about using Quick Text

Initial Contact Wizard (ICW)

The Initial Contact Wizard (ICW) is an automated email that ensures a contact will hear from you. You can customize what the email says in your Admin settings, but let's recap what makes the ICW tick:

- If a lead is in the 'NEW' status, the ICW email will go out after 12 hours
- If the ICW goes out, it will not change the status of your lead
- If you've already emailed a new lead, if it's still in the 'NEW' status after 12 hours, the ICW email will still send
- Once the ICW email is sent, the ICW will go away (there's no way to see the ICW except in that first 12 hours)

Here is the default text for the ICW email:

I wanted to touch base and see how your home search is going. Did you come across anything interesting?

Our home alerts feature will let you know about homes for sale the same time I hear about them. Please let me know if you need help signing up for your targeted home alerts.

My phone number and email are below if you need to get in touch. Have fun searching!

[Click here](#) to learn more about the Initial Contact Wizard

Additional Email Templates

Here are some additional email templates for you to use when creating your Quick Text templates. Feel free to modify these as you see fit – It's important your voice, tone, and personality shine through!

Their search criteria is all over the map

Subject: *Let me know if I can help*

I am so excited for the opportunity to help you in your home search. I have some great tools on my website at www.YourWebsite.com including MLS listings and market information.

I noticed you are looking at a wide variety of homes, which could mean you are just starting your search. If, at any point, you would like to discuss your needs, let me know so I can make sure I am sending you the most relevant information. Until then, happy searching!

Thank you very much.

If a Lead Unsubscribes from Your Emails

Subject: *Did I miss the mark?*

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 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.

In the meantime, feel free to visit my website for up-to-date listings and market info in your area.

Thank you very much.

If a Lead Hasn't Been Back to Your Website

Subject: *I've Missed You!*

I've missed you visiting my website – It's where you will find all up-to-date information on our real estate market. I hope you will come back and visit my site often and stay as long as you like. If you need additional information, I am here to help.

Please know I do not intend to pester you, I just want to make sure you are finding all of the information you need. Please let me know if there is anything I can do.

Thank you very much.