

10-Day Plan for New Leads

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 5

- 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 3

- Review or setup listing alert
 - *Weekly or twice per week*
- Set reminder for 2 days out

Day 7

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

Day 10

- Change status to cold if no response
- Add to Market Insider Newsletter
- Set reminder for 3 weeks out
- Do nothing for 3 weeks



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