

market leader *power hour*

Conversation to Conversion

Engaging
Today's Seller



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Senior Trainer, Customer Success

1

The Plan for Today...



Strategies to
maximize your
initial response



Scripts for
effective seller
lead engagement



Best practices
for converting
today's seller



Today's call will be recorded

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2

HouseValues.com

what's my home worth

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www.zillow.com/how-much-is-my-home-worth
What is a Zestimate®? The Zestimate home valuation is Zillow's estimated market value for a home, computed using a proprietary formula. It is a starting point in ...



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How Much Is Your House Worth?

Address Unit #:

City State Zip

Please Choose ▾

Get Report

[Real Estate Professionals](#)

Find out now for **FREE**

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3

HouseValues.com

HOUSEVALUES.COM

House Value Estimate Report

100% Complete

16635 167th St SE
Monroe, WA 98272

\$187,609

Low: \$157,592 High: \$217,626

Property Information	Public Records	User Records
Beds	2	2
Baths	3	2.5
Sq Ft	1955	1955
Lot Size	0.1	City Lot
Property Type	—	Single Family Home
Year Built	2000	—
Pool	—	—
Overall Condition	—	—
House Style	—	—
Heat Type	—	—
Air Conditioning	—	—

For a professional valuation of your home that includes all the information about your property (plus overall condition, style of house, and other features) please contact a real estate expert.

Aubie Pouncey
Office: 4252853200
Cell: 2062293737
Info: JUSTLISTEDSNOHOMISH.COM
Get More Information

167th St SE



HOUSEVALUES.COM

Thank you for requesting an estimate of your home's value from HouseValues.com!

Many factors go into assessing the value of a home. Public records and technology are not always correct - they also can't take into consideration all the unique factors that make your house valuable (including overall condition, style of house, and other features).

HouseValues.com works with local real estate professionals who specialize in your neighborhood. They will provide you with a customized Property Market Report to help determine the true value of your property based on its unique characteristics.

HouseValues.com is excited to introduce you to **Ellen Smith**, who will help you determine your home's true value.

Ellen Smith
Call Phone: (425) 221-8912
Office Phone: 206-518-1997
Email: test@servinrhvj.com
Website: <http://www.servinrhvj.com>
License #: —

Sincerely,
The HouseValues.com Team

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4



Engaging seller leads is very
different.

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5



Days 1-10 and 90+
are the most important.

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6



Days 1-10



7

The First 10 Days

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

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8

Day 1

- ✓ Call, text, or send email
- ✓ Send the Welcome Email
- ✓ Research your new lead
- ✓ Change contact status



Respond
FAST

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9

New Seller Lead Follow Up

Subject: [First Name]?

Hi there, I just received your request (via [SOURCE]) about the home in {{Contact City}}. How can I help?

My name is _____ and I'm a realtor with _____. I'll be in touch shortly to provide the information you requested and answer any questions.

P.S. I'm going to send you an email with a login and password to my website, so you can browse up-to-date MLS listings, hassle free.

★ *Be sure to resend their welcome email after sending this email*

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10

New Seller Lead Follow Up

Subject: [Area] Home Value

Hi there, I just received your request (via [SOURCE]) about your home in {{Contact City}}. How can I help? My name is _____ and I'm a realtor with _____.

What did you think of the market evaluation for your home? A little high, too low?

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11

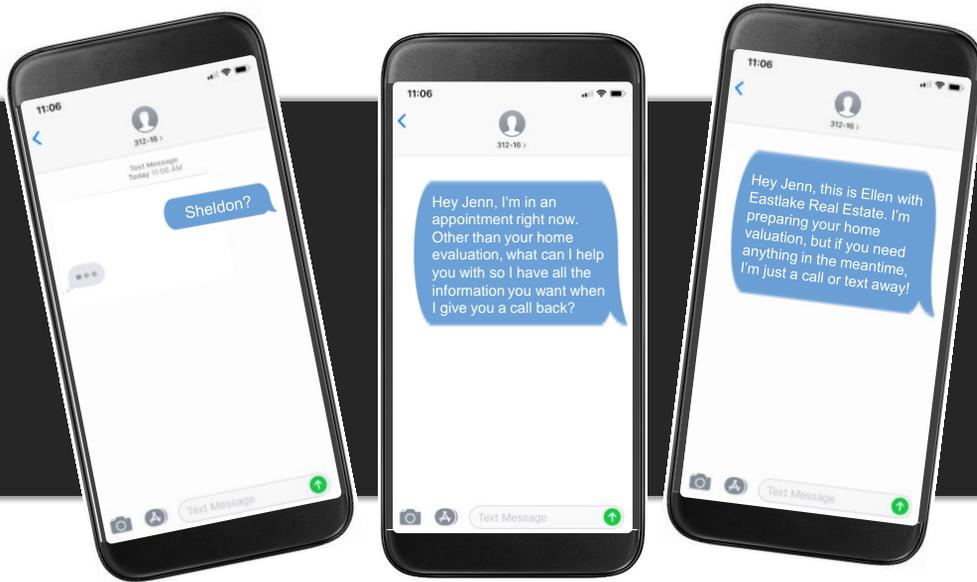
New Seller Lead Phone Call

Hi, this is _____ from _____. You inquired about the value of your home on [SOURCE], so I just wanted to reach out and introduce myself, and let you know I'm preparing your valuation. What were you looking to find with this value? Were you hoping to find a specific value?

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Text Messages for New Seller Leads



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13

Day 2

- ✓ Send a mini CMA
- ✓ Email and direct mail
- ✓ Include business cards
- ✓ Keep the valuation broad



Send a
Quick CMA

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Day 4

Subject: Hi [First Name]

I've set you up to receive listings in your area that are pending or have gone under contract. This will give you an idea of the activity of your market, and comparable home prices.

You should receive these property updates twice a week; if that's too much, or if you want to receive them more frequently, just let me know.

★ *Be sure to set up a weekly or twice weekly listing alert*

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15

Day 6

Subject: Your [Area] Home Evaluation

I sent you a copy of the market value report that I worked up for you in the mail to be sure that you got a copy. Have you received it yet?

What did you think of the market value? – A little high, too low?

If you have any additional information to share about the house that may impact the value I would be happy to revise it for you, just give me a call or send me an email.

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Day 8

Subject: Hi [First Name] ...

This morning I got a call from a client that is looking for a [#] bedroom home in [AREA] for under [MAX PRICE].

I remembered that you had inquired about the value of your home online, and I thought you might want to take a look at the options I sent him to compare your home. I hope you're having a great day!

★ *Send a few comps that match their home's criteria, and include this email*

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17

Day 10

- ✓ Add to drip campaign
- ✓ Update the contact status
- ✓ Add to long term seller group
- ✓ Leverage direct mail



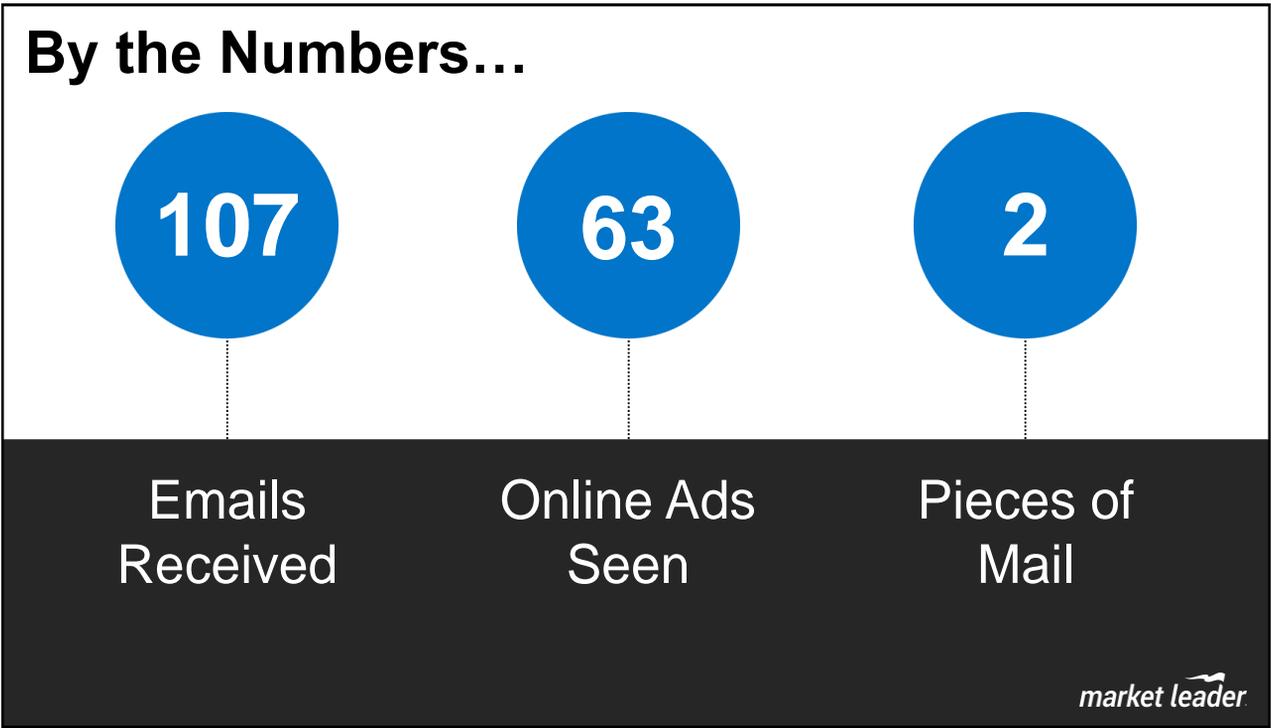
Stay top
of mind

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18



19



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20



69% of people

think direct mail is more personal

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21

The First 10 Days

Day 1

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▶ You'll receive a link to today's recording shortly!

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22



Days
90+



23

Seller Re-Engagement

Subject: [Address] Follow-up

A few weeks ago, I sent you a market value report for your home. Do you have any other questions about the real estate market in our area or about the process of selling or buying a home that I can help you with?

I know the terminology like REO and FSBO can get a bit confusing, and the process of buying or selling a short sale or foreclosure is full of myths, with little useful information on the internet for our local market. I'm here to help with anything that you need and you can reach me by email or on my personal cell phone at any time.

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Seller Re-Engagement

Subject: Hi [First Name]...

A few homes just sold in your area and it's likely changed the value of your home. Can I send you an updated estimate of its value?

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25

Seller Re-Engagement

Subject: Hi [First Name]...

A few months back, you were researching the market value of your home on [ADDRESS]. Because so much has changed, would it be of value to receive a new, REVISED market valuation report? – Simply reply back with "Yes". It's free w/no obligation.

Your home could be worth way more than you think!

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26