

MILLION DOLLAR PIPELINE PROGRAM

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10-Day Follow-Up Plan for Sellers

Million Dollar Pipeline Program | Class 2



Jenn Tervo



Sheldon Rapoza

Buyers & Sellers are Like Apples & Oranges

Sellers have more **control** over their timeline, and your **reputation** is a key factor



Online Consumer Timeline



Nearly 60% of the seller journey takes place before a sales professional is involved

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Your Role is Co-Pilot



80% of sales require 5 follow-up attempts...

44% of sales professionals give up after 1 follow-up



Mindset is Everything



The majority of effort with online sellers occurs **before** working with them



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Timing is Also Everything...



Days 1-10 and 90+ are the most critical for seller lead conversion



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Must-Have Tools for Seller Leads



CMA



Direct Mail



Reminders



Market Info



Campaigns



Property Marketing

Our 10-Day Plan for Sellers



10-Day Seller Lead Follow-Up



Customize and adapt this plan to suit your business and your needs



If they respond during the initial 10 days, stop and respond accordingly



Check engagement throughout: website, opens, clicks, unsubscribes

System Tools We'll Cover

- ✓ Contact status
- ✓ Listing alerts
- ✓ CMA
- ✓ Market Insider
- ✓ Reminders
- ✓ Email Quick text



The 10-Day Plan in a Nutshell

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Day 1</p> <ul style="list-style-type: none"> • Speed wins... Respond fast! <ul style="list-style-type: none"> - Call, text, or send email • Research your new lead • Set a reminder for the next day | <p>Day 2</p> <ul style="list-style-type: none"> • Send a CMA <ul style="list-style-type: none"> - Email - Direct mail • Set a reminder for 2 days out |
| <p>Day 4</p> <ul style="list-style-type: none"> • Setup listing alert <ul style="list-style-type: none"> - Pending & under contract • Send email explaining why • Set a reminder for 2 days out | <p>Day 6</p> <ul style="list-style-type: none"> • Send market data <ul style="list-style-type: none"> - Market Insider Newsletter • Send email following up on CMA • Set a reminder for 2 days out |
| <p>Day 8</p> <ul style="list-style-type: none"> • Send additional comps <ul style="list-style-type: none"> - Only homes they haven't seen • Include email explaining why • Set a reminder for 2 days out | <p>Day 10</p> <ul style="list-style-type: none"> • Add to drip campaign <ul style="list-style-type: none"> - Stay top of mind • Add to group/list for direct mail • Set a reminder for 30 days out |

 The 10-day plan also includes touchpoints for 30 days, 90 days, 180 days, and beyond.

Day 1

- ✓ Respond FAST (call, text, or send email)
- ✓ Change status to *Retry*
- ✓ Set a reminder for the next day

Day 1 Email – Option 1

Subject: [Area] Home Value

Thank you for contacting me through <INSERT LEAD SOURCE>. I am in the process of gathering the information that you requested. In the meantime, feel free to view my website to find all the current MLS listings in the area at <WEBSITE URL>.

I'll be in touch shortly to provide the information you requested and answer any other questions you may have. In the meantime, you'll be receiving an email with a login and password so you can access my website and view comparable home prices and market data. Please don't hesitate to reach out with any questions. Thank you!



Day 1

Day 1 Email – Option 2

Subject: [First Name]?

Hi there, I just received your request (via <SOURCE>) about your home in <AREA/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 other questions you may have. Thank you very much!



Day 1



Send them a text if you have their phone number



Day 2

- ✓ Send a CMA (email and direct mail)
- ✓ Set a reminder for 2 days out

Day 2 Email

Subject: Your [Area] Home Report

Thank you for inquiring about the value of your property on <LEAD SOURCE>. I've prepared a market value report for you that provides a range for the value of the property.

Please keep in mind that the value range I've quoted in the report is sight unseen. Condition and upgrades have a big impact on values in your neighborhood. I'm also putting a copy in the mail just in case your email gives you any trouble opening the report.

Would it be okay if I give you a call tomorrow evening to discuss the report?



Must-Haves for Your CMA



Home Evaluation



Reviews or Testimonials



Neighborhood Trends



Market Data



Comparable Listings



Meaningful Stats



Day 4

- ✓ Check their engagement
- ✓ Setup listing alert (*pending & under contract*)
- ✓ Send email explaining why
- ✓ Set a reminder for 2 days out

Day 4 Email

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.

Thank you very much!



Day 6

- ✓ Check their engagement
- ✓ Send market data (*report or link*)
- ✓ Send email following up on CMA
- ✓ Set a reminder for 2 days out

Day 6 Email

Subject: Your [Area] Home Valuation

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? Please let me know if you have any questions on the report when you do read over it.

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. Thanks!



Day 6

Day 6 Email – Option 2

Subject: Your [Area] Home Valuation

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.



Day 8

- ✓ Check their engagement
- ✓ Send additional comps (*homes they haven't seen*)
 - ✓ Include email explaining why you sent them
 - ✓ Set a reminder for 2 days out

Day 8 Email

Subject: Hi [First Name] ...

This morning I got a call from a client that is looking for a [n#] 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 to. I hope you're having a great day!

★ Make sure the property details match the criteria of the seller's home



Day 8

Day 8 Email - Option 2

Subject: Outside of Your Range

I wanted to send you some additional properties that are similar to what you have been looking at but they might be a little out of your <AREA/PRICE>. Often times my clients find it helpful to get an idea of surrounding markets so you may find these of interest. Please let me know if this is not at all what you are looking for.

Thank you very much.

★ Make sure the property variations match what's different (e.g. size, price, area)



Day 10

- ✓ Add to drip campaign (*stay top of mind*)
- ✓ Add to group for direct mail marketing
 - ✓ Change status to *Cold*
- ✓ Set a reminder for 30 days out

Day 11-30 Marketing Plan

- 8x8 Seller Campaign or Custom Campaign
- Market Insider Newsletter (Pro)
- Direct Mail Marketing: Just Listed & Just Sold
- Event Invites or Newsletters
- Check their engagement periodically



Day 30

- ✓ Check their engagement
- ✓ Send email touching base (or phone call)
- ✓ Set a reminder for 60 days out

Day 8 Email

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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Day 90

- ✓ Check their engagement
- ✓ Send email touching base (or phone call)
- ✓ Set a reminder for 90 days out

Day 8 Email

A couple of months ago you inquired online as to the value of your home. I sent you a market value report for the property, but I have not gotten any feedback from you on it. Did you have any questions about the price range? When you went online to research the value of the property were you just curious what it was worth, considering selling at some point, or interested in refinancing perhaps? I would be happy to assist you in any way that I can, but I don't want to be a pest either.

If you are considering selling the property, I can send you some additional listings in the areas that you are considering moving to. I have access to more up to date information than the websites available to buyers, so I might have some options that you haven't seen yet. Just let me know. Thanks again!

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Day 180

- ✓ Check their engagement
- ✓ Send email touching base
- ✓ Set a reminder to touch base every 3 months

Day 8 Email

A few months ago you inquired online as to the value of your home. I sent you a market value report for the property, but I have not gotten any feedback from you on it. Did you have any questions about the price range? When you went online to research the value of the property were you just curious what it was worth, considering selling at some point, or interested in refinancing perhaps? I would be happy to assist you in any way that I can, but I don't want to be a pest either.

If you are considering selling the property, I can send you some additional listings in the areas that you are considering moving to. I have access to more up to date information than the websites available to buyers, so I might have some options that you haven't seen yet. Just let me know. Thanks again!

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Did They Unsubscribe?

- You can still send an email someone who unsubscribed
- Check to see what they unsubscribed from
- Email them and ask they why they opted out

Contact Unsubscribed Email

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.

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The 10-Day Seller Lead Follow-Up Plan

Day 1

- Speed wins... Respond fast!
 - Call, text, or send email
- Research your new lead
- Set a reminder for the next day

Day 2

- Send a CMA
 - Email
 - Direct mail
- Set a reminder for 2 days out

Day 4

- Setup listing alert
 - Pending & under contract
- Send email explaining why
- Set a reminder for 2 days out

Day 6

- Send market data
 - Report or link
- Send email following up on CMA
- Set a reminder for 2 days out

Day 8

- Send additional comps
 - Only homes they haven't seen
- Include email explaining why
- Set a reminder for 2 days out

Day 10

- Add to drip campaign
 - Stay top of mind
- Add to group/list for direct mail
- Set a reminder for 30 days out



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

QUESTIONS?

Want more?

Visit Learn.MarketLeader.com
