

## When to send:

Gina sends this letter approximately 90 days after she send her initial letter and CMA. This allows for her to follow up with her lead at an appropriate time, and to subtly remind them they requested the valuation.

## What to send:

Hi there,

It's \_\_\_\_\_ ! I recently sent you a home evaluation, and wanted to follow up to see if you had any questions. If you have reviewed the document I sent, please feel free to reach out and ask me any questions you may have. I am always more than happy to help, and more than happy to answer any questions you may have.

If you are thinking of selling, now is a great time! If you aren't quite ready, and have a few questions about the process - I would still be more than happy to provide you with any information you might require!

You can also check out my Facebook page, as well as business page if you wanted to touch base with past, present, and future clients of mine.

Thank you so much, and have a wonderful day!

First and Last name

Email address

Phone number

Business page (if applicable)

Note: Once Gina has sent the initial letter, as well as the follow up letter - she won't spend any more money on these leads. If they reply with a phone number or email address then she will follow up in that means. Otherwise - the two letters are sent, and if they do not follow up last either of those, they are removed from her contact lists.