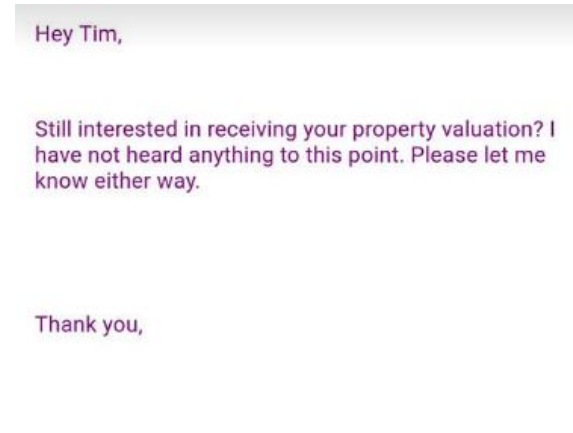


**Objective:** Contact leads through email correspondence. This contact should after some pre-existing correspondence.

**Information to include:** Asking if the lead is still interested in the home valuation, and providing all of your information at the bottom of the email. This will include First and last name, email, phone number and website (if applicable).

Please see below for written and visual examples of the email.



Email #1 : Ask the lead if they are still interested. Short, simple, and to the point. If you do not hear back, you can remove them from your CRM, or email lists.



Lead Response - they were still interested in the valuation.

Yes I do want a vauation. thx Tim

Email #3 : Lead replied with time and when they want the valuation.