

Cindy's Seller Lead Follow Up Process



When a lead comes in with an Email...

Cindy has removed the automated email that confirms if they got their valuation.

Instead, she sends every new lead an email like this directly:

Subject Line:



Sends ASAP

Your Home Valuation Request for **[address]**



Tip: Try changing up the subject line! Add 1 emoji or !, too many emojis and capitalized letters may flag as spam.

Body:

"Thanks for reaching out! I'm getting a lot of requests for home evaluations right now, and I just wanted to make sure you're still looking for one. Could you please respond to this email to confirm that you'd like me to proceed with your request? - Cindy"

If they don't respond, she doesn't spend any more time with them right away, and lets them sit in the standard 9-month drip campaign built into StreetText's ad funnel.

If and when they do respond, she then proceeds to send them their valuation, with the intention to set an appointment to learn more about their home for a more accurate assessment.



If/when they provide their Phone Number...

Cindy picks up the phone and calls them as soon as she can.

She believes that clients expect their Real Estate Agent to be on it, and be quick to respond whenever they have a request. So when a lead with a phone number comes in, Cindy tries to reach out to them within 5 minutes of requesting their valuation if she can.

On the phone, Cindy doesn't operate off a set script. Her calls generally follow a similar flow however:

She introduces herself, lets them know they just requested a home valuation (waits for response), and then asks them to tell her a little more about their house. Then she just lets them talk, and continues to probe questions about their home to keep the conversation flowing.



Keep in mind: Cindy's goal isn't to talk the entire time to them, she wants the client to talk to her about their home. She listens, takes notes, and builds rapport with every new client that comes in and picks up the phone. Once she's built rapport and really got her clients talking and she feels like it's an appropriate time, Cindy wraps up the call by saying "in order to truly evaluate your home, I really need to see it. When are you available?" and provide a few times in the coming days. Remember, for Cindy, her number one goal is to set an appointment with every lead that comes in.