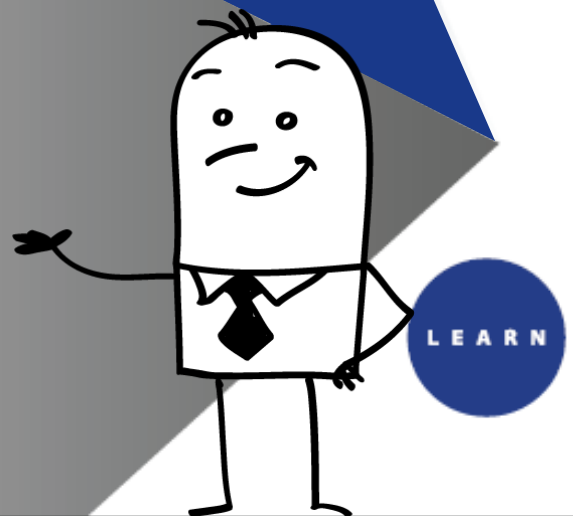


THE COMPLETE GUIDE TO



Lead Follow Up

For Real Estate Professionals

What's Inside:

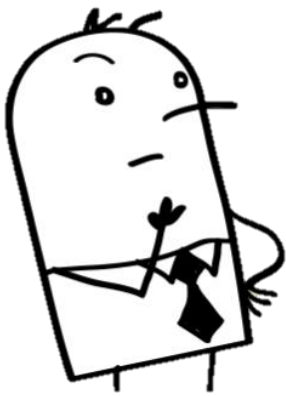
- First Contact Strategies
- Tips for the First Call
- Lead Nurturing Basics
- Effective Email Templates
- & More!

Table of Contents

First Contact Strategies for Real Estate Professionals	3
First Call Tips	
How to Follow Up and Not Scare Away Your Leads	5
Keep Your Leads Coming Back to Your Website	8
Send a “Friend Request” to Your Leads	10
Why is Lead Nurturing Important?	12
Convert Leads to Clients with Lead Nurturing	14
Don't Scare Your Leads Away	
Send the Right Message to Your Leads to Match Their Home-Buying Stage	16
5 First Contact Email Templates	21

Real Estate First Contact Strategies

The importance of making a good first impression is a highly regarded principle in our society. Whether you're making social connections at a party, interviewing for a new job, meeting colleagues at a networking event, or heading out on a first date with a potential romantic partner, first impressions set the tone for future encounters. But when it comes to making connections with future real estate clients, first impressions are more than just important—they're crucial to your success.



In the real estate industry the majority of your time is spent focusing on the strategy behind building your brand, finding leads, negotiating and closing sales. But, what about the part in between finding leads and negotiating sales? What about the period of time when you've already found the lead (or the lead has found you), but not yet turned that lead into a client?

Making a first impression with potential clients is more than just returning phone calls and cleaning out your inbox. Your first impression can help a potential client start to trust you, establish you as an expert in your local market, and secure your role as

his or her agent.

Your first contact strategy

The most vital consideration of your first contact strategy is how quick and relevant is your response? Consider these tips for a successful first encounter with a future client:

- **Respond quickly.** Today's consumer expects fast, efficient service. The quicker you respond to an email, phone call, text, or social media message, the more likely you are to convert that lead into a client. Consider the following:

- **86% of leads feel that response time is "extremely important" when deciding on their real estate agent.¹**
- **96% of Internet home buyers expect a real estate agent to contact them within four hours of their online inquiry.¹**
- **The first real estate agent to respond to a lead increase the chance of conversion 238%.²**

- **Pick up the phone whenever possible.** Unless you are with a client, don't let a call go to your voice mail. Many consumers won't leave you a message, and will move on to another agent if you don't answer their call right away.
- **Reply in the same way that the lead contacts you.** If a contact sends you an email, respond via email. If he or she sends a text message, text back and then suggest a phone call. People reach out to you in the way that they find most comfortable and efficient. Respect their choice when contacting them.
- **Make sure leads know how to contact you.** Give your leads multiple ways to get ahold of you. Phone, text, email, or social media are great options.
- **Prove your values from the beginning.** Before you contact a lead, have all relevant information in front of you. Prove your value and expertise by sharing new information—for example market trends, school district information, or a listing detail—that is relevant and interesting to them.
- **Respect their schedule.** Yes, your potential client is looking to buy or sell a home. But they also have other things going on in their lives. If you pick up the phone to call a lead and he or she sounds busy, ask if there is a time that is more convenient to talk. Then, always call back at the agreed-upon time.
- **Be patient.** When you speak to a contact, it doesn't always mean he or she is ready to buy today. In some cases, it can take over a year for a lead to transact. But, that doesn't mean you should brush them off. Take time to answer their questions and build the foundation for a relationship. Consider it an investment in your future business.
- **Enter your leads into your contact management system.** Once you hang up the phone or click send, take the time to enter your new lead into your system, if they are not in it already. Keeping track of every lead in your contact management system keeps you organized and helps you nurture your leads until they're ready to do business.



The way you approach and handle the first contact tells your future client a lot about the way you do business. Remember that you are not just selling homes, but also a relationship with you.

First Call Tips

How to Follow Up and Not Scare Away Your Leads

Have you ever found yourself parked in front of the phone, dreading picking it up? A cold call is one of the most intimidating tasks of the average salesperson. Thankfully, that first phone call to an Internet lead isn't a cold call. It's not a warm call, either.



calling these people.

After all, the person you are calling not only took the time to either register at your website or at the site from which you purchase your leads, but actually supplied you with permission to call by giving you a phone number.

While these potential clients may not be ready to buy a house tomorrow, they were motivated enough to put out feelers. So, get over the call reluctance and start

Timing the First Call

How many times have you told a client that “time is of the essence” during a bidding war or any part of a transaction for that matter? The words are even written in most real estate contracts. Agent, take heed. You simply must call these prospective clients back within minutes of receiving the lead. If you don't, another agent will.

According to a study published at Forbes, the odds of actually reaching prospects are the highest if you call back within five minutes of their submission of the registration form. The longer you wait to call, the uglier the odds get. If you wait over five hours, the odds of making contact with the person are 3,000 times worse.

There is an even better reason to contact the prospect as soon as possible, according to Lou Lynch, online marketing specialist. “Waiting longer than five minutes to call a lead after a lead form/registration has been submitted has a 46 percent lower rate of qualification than those called in under five minutes,” he claims. He goes on to say that a call made as soon as 30 minutes after submission reduces the conversion ratio over 100 times.

A final benefit of a quick response is that it shows the prospective client that you are responsive to her needs.

What to Say

Better yet, let's discuss what *not* to say. Unless specifically asked, avoid talking about yourself. Don't tell the prospective client about your sales volume, your designations and specialties, your honesty and integrity or any of the myriad things many real estate agents talk about when trying to sell themselves.

The prospect doesn't really care about you and how you do business at this point; he only wants to know about properties.

Don't work toward making an appointment, either. Internet leads are typically not anywhere near ready to buy and require a more relaxed approach. Be the counselor, not the salesperson.

Before picking up the phone, check the lead to remind yourself what the prospect is looking for – how many bedrooms, bathrooms and in what neighborhood. This information gives insights into the buyer's needs and fodder for the first phone call.



The best Internet lead follow-up call is brief:

- Identify yourself. You are most likely not the only agent he's reached out to.
- Let him know you received his request. If it was a particular property he expressed interest in, give him the status, briefly describe the listing and then listen.
- If the prospective client is amenable to remaining on the phone, you can gently begin asking qualifying questions: "When do you plan on moving?" or "Have you spoken with a lender?" and, of course, "Do you need to sell your current home first?"

Reassure him you won't be hounding him like other pesky salespeople, and ask permission to send him email alerts when new listings that fit his criteria come up. Let him know that you're available to answer any questions he may have about the buying and selling process.

Sample Introduction

"Hi Irma this is Ace Agent with the Best Real Estate Company. You requested information on a house, and I wanted to follow up with you to see how I can help. I see you're looking in the Happy Acres neighborhood, is that correct?"

Sample Close

If you offer incentives, such as a market report or e-book, now is the time to mention it. “I have an e-book about the home buying process. Can I email you a link to a complimentary copy?”

“I have a market report about the neighborhood you’re interested in. Would you like a copy? I’m happy to email it to you.”

If you don’t offer incentives, close your call with a request for permission to follow up. “Would you be interested in receiving email alerts when new listings that match your criteria hit the MLS?”

If the answer is yes: “Great, I’ll shoot you an email with some properties I think you’ll be interested in and then keep you updated with new listings. In the meantime, if you see something you want to view, let me know and I’ll set an appointment for you to walk through it.”

The key to Internet lead conversion success is rapid response – the quicker, the better. Second, don’t come on too strong – take off the salesperson hat and put on the counselor hat.

You probably look better in that one anyway.

Keep Your Leads Coming Back to Your Website

Building a loyal customer base and keep them coming back to the store are common concerns among all business people. Considering how much more expensive and time-consuming it is to chase after new business, it is a valid fear.

Yet one of the most common mistakes business owners make, according to *Entrepreneur's* Daniel Bortz, is focusing “so much time on attracting new customers that they skimp on the effort it takes to create loyal customers.”

While your leads aren't yet customers, to retain them in any capacity requires offering them a reason to keep coming back to your website until you can convert them. Let's take a look at some of the most effective ways of doing this.

The Right Tools

No matter what stage of the process buyers are in you can be certain that what they most want to see are listings.

- It may seem overly obvious, but the most important tool on your website is an IDX (Internet Data Exchange) system. Without this, leads will quickly move on to another site that offers the opportunity to search for listings.
- Your website should also remember who has registered so that when the lead returns to the site she isn't treated as a new user. Having all of her interests conveniently saved gives her a reason to come back.



- What if a user finds a couple of houses he's interested in? Easy-to-use sharing capabilities, via email and social media, offer another convenience that creates loyalty.
- Photos, and lots of them, are important to not only break up the monotony of text blocks, but to show as well as tell.

Drive Them Back With Email

One of the best ways of getting leads to pay another visit to your website is with fresh content that you've teased on social media and via email blasts. As long as the content is compelling and you promote it right, they'll return to the site to check it out.

Neighborhood and market updates, fun news about the area, and even information about new listings, if packaged right, can pique a lead's interest.

Don't Smother Your Leads



While there isn't a thing wrong with just reaching out to touch base and see how the search is going, having a valid reason for calling or emailing turns a cold call into a warm one. If you segment your leads according to where they stand in the buying process, driving them to relevant website content is a warm way of contacting them.

For instance, leads in the early stages need more step-by-step information than those closer to actually purchasing. Find experts who can

help you provide quality content. For example, ask your favorite home inspector to write a blog post about the home inspection process, then make it known, via social media and email, that you have incredible information from the mind of an expert right there on your site.

Considerations

Although you want leads to return to your website, there is such a thing as going overboard in the enticement arena. Don't push these people away by excessively contacting them. Reach out right after they sign up and then leave them in peace for a while – unless, of course, it's a lead who wants to proceed right away. In that case, you have our permission to hound them to the ends of the earth!

Send a “Friend Request” to Your Leads



It can get hard to stay in touch with your leads, especially if they are not looking to buy or sell right away. If a lead is not ready to get serious about buying or selling a home, they might not readily respond via email or phone. One way to consider getting in touch with your leads is a Facebook “friend request.”

Tyler Hagerla, Broker Associate of Keller Williams Realty in Carlsbad, Calif. has found success with this method. He shared his Facebook friend request templates and methods.

How to use friend requests for lead outreach:

- **Step 1:** A lead signs up on your website with at least their name and email address.
- **Step 2:** Search for the lead on Facebook using their name and email address.
- **Step 3:** Click the grey “Add as Friend” button in the bottom right-hand side of their cover photo and include a short message like the ones below.

Messages for leads that Signed Up on Your Website

Hi (Contact Name), feel free to follow me on Facebook and continue to check out my website, www.YOURWEBSITE.com.

Hi (Contact Name), you recently signed up for my website (www.YOURWEBSITE.com). Feel free to follow me on Facebook and if you have any questions about the site I would love to help. You can reach me at 555-555-5555 [your number]. Have a great day!

You recently signed up on my website. I don't want to bombard you with emails so you can follow me on Facebook instead. Let me know how I can help with your home search :).

Hi (Contact Name), Thanks for checking out my website. I notice we have some mutual friends - that's pretty cool. Fill me in on your current situation, so I can find the right place for you.

Messages for Other Leads

What types of messages do you send to leads that haven't signed up on your website? Here are some templates for when you reach out to those leads.

Hi (Contact Name), Feel free to follow me on Facebook. I sent you an email with my website URL. Check it out so we can find you a great deal!

Hi (Contact Name), it was great meeting you at [event name] I notice we have some mutual friends- that's pretty cool. Fill me in on your current situation, so I can find the right place for you.

You recently signed up on [other real estate site]. I don't want to bombard you with emails so you can follow me on Facebook instead. Let me know how I can help with your home search :).

Why is Lead Nurturing Important?

Ninety percent of today's consumers start their home search online. So, if you want to capture the majority of the opportunities in your local market, you need to be generating online leads, period. By capturing online leads, you are more likely to reach that lead well before they engage their best friend's brother's cousin's uncle who is also an agent. In other words, many consumers pick their agent simply because that was the only one they knew about.

The reality is that agents shy away from online leads because they have trouble converting them. However, the problem is usually not the lead; it's the agent's lack of understanding as to where the lead is in the buying process. Most agents push the first conversation into sell mode, and what does the lead say?

"Sorry, I'm just looking."

An effective lead nurturing plan helps you build a relationship with a potential client over time and keeps you top of mind by providing helpful information throughout their buying journey. If the plan is content-driven it also establishes you as the expert, building trust.

To effectively nurture your real estate sales leads you'll need the email marketing tied to an IDX website and contact management system to carry out the process. Let's take a look at some of the "must-have" emails to successfully follow up on and nurture leads until they are sales-ready.

Email marketing system should include:

- Auto-response emails to respond immediately to new leads. According to NAR, 94% of home buyers rate responsiveness as very important.*



- Pre-built and customizable drip email campaigns. Sixty-five percent of buyers and sellers use the first agent they contact to assist with their home sale. Being top of mind increases your chances of being the agent of choice.*
- Automated listing alerts. Seventy-five percent of consumers who register on an agent's website do so in order to receive listing alerts.**
- The capability to create newsletters containing market data relevant to the lead.

Tied together with your contact management system and websites, these emails will help you nurture your leads along. By the way, it's also the ideal system to keep yourself top of mind with past clients, and increase referrals and repeat business.

How it works

Sarah is considering selling her home and buying in a new location. Like 90% of today's consumers, Sarah starts her search online. Through a quick Google search, Sarah finds your IDX enabled website and browses homes for sale in the Bellevue, WA area for \$400,000. When she registers to view more listings, your CRM automatically responds to her with a message thanking her for visiting and letting her know she is signed up for listing alerts in Bellevue in her price range.

You will then determine which pre-built drip nurture campaign has the most helpful information for Sarah. This will include information about the home search process, how to find the ideal neighborhood, and anything else that might aid Sarah during the home buying process.

Sarah will receive one of these emails every day, every week or every month—you can determine the frequency. You might also add her to the list of prospects to which you send a newsletter every month.

This drip, drip, drip keeps you in the front of Sarah's mind whenever she thinks about buying a house. The power of your CRM will also let you know when Sarah is actively browsing your website, so you can contact her at the exact moment she's behind her computer looking at homes.

There is a huge opportunity out there for agents who have the tools and knowhow to effectively nurture online leads. Market Leader is the only company in the industry that provides agents with all of the tools you need to capture, nurture, and convert today's online consumer.



Convert Leads to Clients with Lead Nurturing

Look closely. Right there, between lead generation and lead conversion, is the step that most agents trip over: lead nurturing. Since it's nearly impossible to get from the first to the third step without spending some time on the second, let's look at some ways you can spread some nurturing love among your leads.

Don't Quit

It's a common saying in recovery circles: "Don't quit before the miracle happens." Although perhaps a bit overly dramatic in a discussion of real estate leads, that "miracle" is the moment when a lead is converted into a client. It's that moment when "not now" becomes "let's do it."

To arrive at that moment requires first an understanding that a large percentage of your leads will end up buying or selling a house – with you or another agent – but it may not be right away. To be their agent of choice, when the time comes, requires establishing a relationship and nurturing it until they decide to pull the trigger. If you do this consistently, you will get their business when they're ready.



Choosing the Best Strategies

To make the most of every lead you get requires a two-pronged approach: **processing incoming leads and then the ongoing process of nurturing those leads.**

There are a number of ways to classify incoming leads. Bob Corcoran, with Corcoran Consulting & Coaching, suggests you make it a no-brainer and classify them as A, B, or C, according to how soon you think the lead will be ready to act, with A being the most recent. Cold, warm and hot is another easy way to classify new leads.

“A” leads should be contacted immediately. Leave a message if you don’t make contact, and then keep calling – at least four to five more times – before they go into the drip system.

The “B” and “C” leads go into your contact management system, set up to ensure that you consistently stay in touch with them, providing them with relevant content. Drip campaigns are ideal here.

“Relevant” content is the operative word here and applies to:

- New listing alerts, based on the lead’s criteria.
- Newsletters.
- Market updates.
- Neighborhood data, based on those neighborhoods under consideration by the lead.

Acceleration

Agents with souped-up contact management solutions that allow them to monitor client visits to their websites and that offer campaign reports can take lead nurturing to a third level: acceleration.

A lead who forwards a drip campaign email or clicks on a link within it is most likely becoming warmer. **When a lead visits your website and saves properties or visits a property repeatedly, it’s time to move the lead into the “A” position and accelerate the process.**

A phone call is of course in order, but don’t dump the drip campaign – laser focus it to their specific hot buttons.

One of my favorite real estate blogs, Real Estate Tomato, claims that an Internet lead takes between six and 18 months to “incubate,” and that your blog can help accelerate this period.

How? Being more personal and providing more information than you can in a dripped email allows potential clients to get to know you on a more personal level, thus building trust.

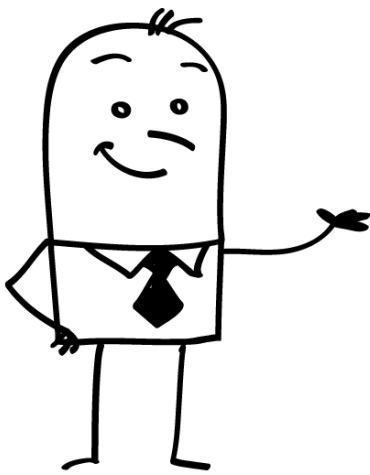
Consider a blog email blast for these simmering leads. If the content is compelling, they will visit, and if it’s relevant and engaging, they will come back.



Don't Scare Your Leads Away

Send the Right Message to Your Leads to Match Their Home-Buying Stage

A lead might be ready to buy now, and just looking for an agent to show him the house and help him sign the paperwork. Those leads are great, but they are few and far between, and if you are only going after those leads, you are missing out on the majority of opportunities. Most homebuyers that are ready to sign a contract are already working with an agent. So, how do you become the agent your leads turn to when they are ready to transact?



On average, a homebuyer starts thinking about purchasing a home almost two years before buying. Learn more about the homebuyer's journey at: marketleader.com/journey.

Don't treat your leads as if they have to buy now or get lost. Use email to your advantage. Email marketing is a great way to send the right message and stay in touch with your leads, and email marketing software accomplishes this with little time and effort.

Let's look at the home-buying stages and what to send leads to fit their frame of mind.

CONSIDERATION

These people are not ready to talk to an agent, since they are just thinking about buying or selling. They will probably tell you, "I'm just looking." Don't rush them or you will scare them away. The best way to convert these leads into clients is to let them know you are available for questions and can be an asset in their search. Give them information about the home-buying process and the current market. If you position yourself as a resource, these leads will be more likely to work with you when they are ready to buy. If you don't, they will find another agent to help them.

Leads in this stage are...

- Just thinking about buying
- Probably not talking with other agents
- Noticing real estate related news and info
- Seeking information from friends, family, and online

What you should do...

- Contact them immediately, but don't sell
- Let them know you're available for questions
- Don't rush engagement, let them come to you
- Get technology to track and engage over the long term

Email these leads to:

- Introduce and position yourself as a resource for their questions.
- Let them know whether this is a good time to buy.
- Provide general home-buying tips and information.

Example Email Template: Buyer Welcome Email

Subject: *Your New Property Request*

I just wanted to drop you a quick note to let you know that I received your request. I'm setting you up to receive email updates of new homes for sale as they come on the market. Please be sure to add my email address to your safe-senders list so you can receive all the new homes for sale.

I also have additional information to help you in the purchase process that I would be happy to share. Let me know if you would like information about the buying process, financing your home, negotiating the purchase, or tips on closing and moving. This is a service I provide to all my buyers.

Let me know when you are ready to start looking at homes in person. I am excited to start working with you and would be happy to show you any properties that fit your "dream home" criteria.

ONLINE RESEARCH

The homebuyers in the online research phase are similar to those in the consideration phase, but more active in their home research. They are looking more actively at home listings. These leads often say they are a few months out from making a decision. This is the stage when most homebuyers will first speak to an agent, but don't rush the meeting. They probably don't think they need an agent just yet, since they are still researching. Reach out to these leads via email, and use your website as a resource with listings and home-buying information. This is your chance to prove your value to these homebuyers so that they choose you as an agent when they are ready.

Leads in this stage are...

- Browsing listings online, but still far from buying
- Exploring what they want and what they can afford
- More likely to communicate via web & email
- Not ready to choose an agent, but need expertise

What you should do...

- Be found online
- Ensure your website is a source for information, not a sales or marketing pitch
- Reach out on their terms. Don't rush a meeting.
- Email with relevant information to develop trust and stay front of mind

Email these leads about:

- Their home search criteria.
- Listings that meet their search criteria.
- Home affordability calculators.
- Tips on purchasing a home.
- Neighborhood and school information.
- Local real estate market conditions.

Example Email Template: Buyer Follow-up, Ask for Listing Information

Subject: *Following up*

Many people find shopping for a new home stressful, frustrating and time-consuming. My goal is to make this a fun and exciting process, while making it as smooth as possible.

By only showing you homes that meet your criteria, negotiating the best buy possible, walking you through the process step-by-step, and handling the details of the transaction, I hope to take the stress out of the closing process.

Because a new home is often the most important and substantial purchase people make, I'd be happy to help you find a great home that meets your needs.

I preview many new homes every day. If you would like me to email you information about homes new to the market, please email the following information to me:

What is your time frame? When do you want to make a move?

What price range do you have in mind?

What areas/neighborhoods are you interested in?

What type of home: single-family, condo, multifamily, etc.?

How many bedrooms?

How many baths?

Do you need to sell in order to buy?

Do you have other requirements?

As soon as I receive this information, I can select homes that fit your criteria and send them for your review.

Please call or email me if I can provide you with additional information or answer any questions you may have as you begin contemplating a move. I look forward to the opportunity to assist you.

ACTIVE SEARCH

People in active search mode are ready to choose an agent and start touring houses. Most people choose an agent on the first day of starting their active search, so the homebuyers you are working with in active search are people you have already communicated with in the consideration and online research phases. People in active search expect their agents to respond quickly and be available to help them tour homes. You should be reaching out to them via phone and email, and responding to their requests as soon as possible. Ideally, they will choose you and give you referrals for being a great agent.

Leads in this stage are...

- Ready to tour homes in-person with an agent
- Aware what they want and what they can afford
- Want specifics about the buying process
- Need recommendations based on experience

What you should do...

- Be available to meet in person and tour homes
- Offer recommendations based on their criteria
- Provide specifics on the home buying process
- Respond quickly

Email these leads about:

- Search criteria.
- Feedback on listings.
- New listings that meet their search criteria.
- Information about the neighborhoods they are considering:
- School rankings.
- Area parks.
- Local businesses, such as recommended local restaurants.

Example Email Template: Listing Feedback Email

Subject: *Checking-In*

Just a note to make sure you received the listing information I sent and were able to view it. If you did have any problems, I can resend the information, send it via postal mail, or deliver it to you personally.

I am interested in getting your thoughts on the homes. Did any of them appeal to you? Did you enjoy viewing the listings? Did it give you a good idea of what is available?

If you would like to see any of these homes in person, I would be happy to set a time to get together and tour them along with any others that come on the market. Please feel free to call or email me for any further help or questions.

In the meantime, I will continue to send you valuable information about searching for a home, the buying process, and packing and moving. I welcome the opportunity to represent you and help you find the home of your dreams!

5 First Contact Email Templates

Engaging your leads with email is critical to converting leads into clients. You will need to send the right message at the right time. Here are 10 sample email scripts to help you follow up with your leads.



Email #1: Buyer Website Welcome Email

Subject: Your New Property Request

Message:

I just wanted to drop you a quick note to let you know that I received your request and wanted to let you know there's a real live person behind this site. I'm setting you up to receive email updates of new homes for sale as they come on the market. Please be sure to add my email address to your safe senders

list so you can receive all the new homes for sale.

I also have additional information that will help you in the purchase process that I would be happy to share. Let me know if you would like information about the buying process, financing your home, negotiating the purchase, or tips on closing and moving. This is a service I provide to all my buyers.

Let me know when you are ready to start looking at homes in person. I am excited to start working with you and am happy to meet with you and show you any properties that fit your 'dream home' criteria.

Email #2: Email Introduction for Leads

Subject: Welcome, You have access to new homes!

Message:

Hello (Name), you recently contacted me on (insert source) I have signed you up on my website, now you can access new homes for sale and listing on the market just like I can!

You're Tools:

Using your new password on the website you now can:

- Save your favorite home listings
- View listing details and multiple photos
- Forward homes to your friends to share your favorites
- Sign up for listing alerts to be the first to see listings

Feel free to use my website as long as you like, view as many homes as you like, save the ones that appeal to you, ask as many questions as you have.

I look forward to assisting you. If you need anything, you can contact me directly at (insert phone#)

Email #3: Introduction to a Buyer

Subject: A Personal Introduction

Message:

I wanted to take this opportunity to introduce myself and let you know a little bit about the type of services I provide.

I am a local real estate agent who specializes in your neighborhood. I have had the opportunity to help many homebuyers in your area sell their homes as well as find homes that they love.

According to a recent report by the National Association of Realtors, 86% of homebuyers reported difficulty and confusion in the home buying transaction. When the time comes for you to begin your home search, I can help you through the process.

I will be there to provide you with information about the buying process, financing options, current market conditions and the types of properties that are available that meet your criteria.

My services include helping you find the right home, assisting you in arranging financing, negotiating a good purchase price on your behalf, and handling the details of the transaction to ensure a smooth closing.

When the time comes for you to purchase a new home, I would appreciate the opportunity to represent you. In the meantime, if you have any questions, please call or email me. I look forward to the opportunity of becoming your trusted real estate resource.

Email #4: Touch Base

Subject: Touch Base

Message:

I wanted to touch base and let you know that there is a real human being behind this web site. If you have any questions about the properties you see online, you can call or send me an email anytime. I have compiled a list of homes that might interest you. Please let me know if they suit your needs or if I can send you something different.

I work as a Buyer's Specialist, which means all I do is consult with buyers on the home buying process, show property, and of course, write and negotiate offers. I know searching for a home is not an easy process, so if there is anything at all I can do for you please let me know.

Thanks, and have a great day!

Email #5: Home Alert Set-up Email

Subject: ____ bedroom homes?

Message:

Thanks for signing up on my website! I noticed you were looking at ____ bedroom homes in (insert area contact was looking in). I have set you up a daily report to see similar homes in (insert area) under (insert the top price they were viewing under).

Please let me know if there is something in particular that you are looking for in a home? If so I can create another search for you that is a little more targeted.

Feel free to use my site as long as you like! Whenever you are ready to start looking or have questions about a property don't hesitate to reach out to me, I am always here to help!