

Nick Baldwin's Facebook Lead SmartPlan

- *Set lead up on listing alert and MNN in the area the homes you advertised are in.*
- *There are no steps here for calls so feel free to work those in wherever you choose*

#1. Send SMS/MMS - Day 1

Hi {contact.first.name}, thanks for taking a look at the homes I put on Facebook. This is {agent.first.name} with Keller Williams. I realize you might not be ready to make a move just yet, but, are there any questions you might have, or neighborhoods you'd like more information on that I could email you? Is {contact.email} the best place for that or is text better?

#2. Set Delay - 1 Days

#3. Send Email - Subject: Thank You!

Hi {contact.first.name},

I texted you yesterday about the homes you looked at that I put on Facebook, but i wasn't sure if I had the right number for you. Is {contact.phone} a good number? Thank you for looking at those homes, by the way. Are there any questions you might have or neighborhoods you'd like more information on that I could email you or text to you?

Your Signature

#4. Set Delay - 1 Days

#5. Send SMS/MMS

Hey again, {contact.first.name}. I wanted to send you some info on a neighborhood in (town) you may like called (neighborhood name). I thought you might like to see what's going on there market-wise: (neighborhood snapshot link)

#6. Set Delay - 2 Days

#7. Send SMS/MMS

Hi again, {contact.first.name}. I hope I'm not being a pest. I want to make sure you're being taken care of. There were some recent price reductions in the area you were looking in and I wanted to text those to you. Should I send them via text?

#8. Set Delay - 1 Day

#9: Send SMS/MMS

I didn't hear back so I thought I would send those price reductions your way. These are homes in (town) that have been reduced in the past 7 days that may be more negotiable than the newer listings: (add link here)

To create a link for reduced homes, click "More" and toggle the "Price Reduced" switch, then copy the link and paste it to a link shortener like Bitly.

The screenshot shows a real estate website interface. At the top, there are three property area cards: "Goodrich Farms" (Avg. days on market 91, Avg. Price \$227k), "Pelton Heights" (Avg. days on market 129, Avg. Price \$271k), and "Sashabaw - M" (Avg. days on market, Avg. Price \$338k). Below these is a filter bar with buttons for "Price", "Beds", "Property Type", "For Sale", "Baths", and "More". A filter overlay is open, showing "Has Parking" (toggle off), "Keywords" (ie. view, pool, yard), "Price Reduced (< 7 days ago)" (toggle on), and "Show Hidden Listings" (toggle off). A "Clear Filters" button is at the bottom of the overlay. In the background, a property listing is visible for "5703 Berwick Ct, Independence Twp, MI" with a price of "\$332,400" and a price reduction of "\$7.5k".

#10. Send Email - 1 Day (you are sending an email at the same time as the text above with the same verbiage).

#11. Set Delay - 2 Days

#12. Send SMS/MMS - Keller Mortgage text

{contact.first.name}, I wanted to let you know the homes you looked at may qualify for \$1,000 back at closing and zero lender fees? Have you applied for a pre-approval or would you like more info on that?

#10. Set Delay - 2 Days

#13. Send SMS/MMS

Hi {contact.first.name}, I wanted to follow-up on my mortgage text from the other day. I have a great app that tells you how much you'll save on every home for sale. It also lets you search for homes by neighborhood, not just zip code. You can download it here: {social.app_link}.

#14. Set Delay - 3 Days

#15. Send SMS/MMS

I hope you're having a great day, {contact.first.name}. I noticed some open houses are popping up in areas you might be interested in. Should I text those to you or email them to {contact.email}?

#16. Set Delay - 3 Days

#17. Send Email - Subject: Did you take a look?

{contact.first.name},

When you registered for our site to look at homes I set you up on some listing & neighborhood alerts. I wanted to check to see if you have been receiving those and if they are along the lines of homes and areas you're interested in. I don't want to spam you with the wrong properties. Let me know if you'd like me to adjust the searches for you.

If you'd like, you can search neighborhoods and schools and more on my app right here: {social.app_link}. We have tons more info that you won't find on Zillow.

#18. Send SMS/MMS - Same time as email. No delay.

Hi {contact.first.name}. Have you seen the neighborhood and listing alerts I've sent you? I don't want to spam you with the wrong homes so I can make some adjustments to the alerts to better fit what you're looking for if you like?

#19. Set Delay - 7 Days

#20. Send SMS/MMS

Hi {contact.first.name}, how's your week going? I had some availability open up in my schedule and wanted to check with you to see if you wanted to see some homes. What times are best for you? Mornings or afternoons?