

#1

Send Email

Home Valuation

Day: 1

Subject* Home Valuation

Email Content

Hey {contact.first.name} , Thank you for requesting a home valuation for [address] ..

My goal is to provide you with the most accurate valuation possible with no strings attached, but as I'm sure you know it's impossible to offer an exact number without seeing your property for myself. With that said, I'd like to first offer you the internet's best guess as to what your home might sell for.

- Zillow.com thinks your home is worth [\$.00]
- Realtor.com estimates it is closer to [\$.00]
- RedFin.com guesses it may be around [\$.00]

As you can see, the internet has no idea what your home is actually worth and given the unique and unknown nature of your home, it's best to leave the valuation process up to a professional. After a 15-20 minute complimentary tour of your home, that can even do it virtually 📷, I would be happy to get you in touch with an agent in your area to offer sound advice from a professional who loves helping people with the most important transaction of their lives.

#2

Send SMS/MMS

Day: 1

From*

Message Type

Text*

Hi {contact.first.name} I hope you had a chance to look over the range of numbers the internet provides. In this ever-changing market, property values can change daily. If there are any unique features or upgrades in your home I should know about please let me know! We can hop on zoom or I can drop by and we can get a more precise number for you. I will be sending you bi-weekly updates of your neighborhood to keep you informed!

#3

Create Task

{contact.last.name}{contact.first.name}

Day: 1

Task Type

Task Name* Add to smartplan

{contact.last.name}{contact.first.name}

Task Description: Add to Bi-Monthly Neighborhood Nurture

#4

Set Delay

2 Days

#5

Send Email

Day: 3

Email Type

Subject* Home Valuation**Email Content**

{f.}

Hi {contact.first.name}

I went ahead and researched the properties that are active or have sold in your area over the last six months. Depending on the condition of your home, it would likely sell around [\$0-0] (or higher) depending on upgrades/updates.

You have a property in a hot market with nothing for sale like yours right now. Since prices in that area are so diverse, I would like to get with you so I can give you a more accurate value of what I could sell your home for. Please let me know of a good day and time...even if you aren't ready to sell. Simply having that information is always helpful.

#6

Make a Call

{contact.phone}{contact.last.name}{contact.first.name}

Day: 3**Task Name***

{contact.phone}{contact.last.name}{contact.first.name}

Task Description

Hey {contact.first.name} what do you think about your home value? I'm sure with the upgrades and unique features it would sell quickly! Let me know when you are available to chat! Even if you are not ready to sell I would like to be your go-to resource for all your real estate needs!