

A Real
Estate
Agent's
Resource

Double-up Follow-up

(Take advantage of
the stacking effect)



realvolve

What does it mean to "Double-up your Follow-up?"

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**Begin with the
end in mind.** ”

– Stephen R. Covey

In the Real Estate Industry today, one of the challenges that comes up often is getting prospects to answer the phone and respond to our communications. The biggest mistake that agents and brokers make is assuming that our prospects and customers see our texts, read our emails, listen to our voice mails, and keep a rolling tally in their head each time we reach out.

To overcome this challenge, we need to remind our clients of previous communications and pair our communications together for a "stacking effect."

This means, when we leave a voice mail, we should reference a subsequent email or text message we're going to send. We also need to remember that if we reach out again tomorrow, we should reference our previous message. We can even say things like, "I've tried to reach you a few times this week but still haven't been able to connect so I'm leaving another message because..." Just make sure to stay very upbeat with verbiage like this.

This doubling-up does something magical in our prospects mind. Just like our record keeping in our CRM does for us, this clearly demonstrates how professional and persistent we are to our clients and prospects.

Below are 2 example scripts for Double-up Follow-up. Copy and paste them into your CRM and edit them so they're your own. Try to pair these together so that the recipient could receive them at the same time.

✓ **1st Touch - Voice Mail** — General Web Portal Lead

Hi {prospect first name}, This is {your name} from {your company}. I got your information from {lead source} and wanted to reach out to find out your story. What brought you to {lead source}? I'm going to send a follow up email with all my info. I'd love to chat with you briefly to find out what resources you need depending on where you are in your search. Talk soon!

✓ **1st Touch - Email** — General Web Portal Lead Double-up

Hi {prospect first name},
As promised in my voice mail, here's all my info below. I'd love to get a minute on the phone with you to find out where you are in your search so I can help you get to the resources you need. How far into the process are you?

✓ **2nd Touch - Voice Mail** — General Web Portal Lead

Hi {prospect first name}, This is {your name} from {your company} again. I just wanted to follow up on my messages from yesterday. I'd love to find out where you are in the process of {searching for a home or getting your home ready for sale}. What questions do you have that I can help you with in the short-term? Look for a text message from me soon.

✓ **2nd Touch - SMS** — General Web Portal Lead Double-up

Hey {prospect first name}. {Your first name} here following up on my voice mail. Do you have a minute for a quick call today sometime?