

Day 1

1. Send intro email
2. Make intro call
3. If you don't connect, send intro text
4. Send intro video message through email or text message
5. Attempt another intro call

Day 2

1. Follow-up call
2. Search for lead on Facebook and send Facebook message
3. Send Day 2 text message

Day 3

1. Follow-up call
2. Send Day 3 video message through email or text

Day 4

1. Follow-up call
2. Send Day 4 email

Day 5

1. Follow-up call
2. Send Day 5 text

Day 6

1. Follow-up call
2. Send Day 6 video message through email or text

Day 7

1. Follow-up call
2. Send Day 7 email

Day 8

1. Follow-up call
2. Send Day 8 text message
3. Search other social media platforms, like LinkedIn or Twitter, and send Day 8 social media message

Day 9

1. Follow-up call
2. Send Day 9 email

Day 10

1. Follow-up call
2. Send Day 10 email
3. If contact still isn't made, move lead into the D Lead category



Buyer scripts

Day 1

Intro email

Subject: Looking forward to working with you!

Hi, this is *[your name]* with *[brokerage]*. I saw that you wanted more information on a property, so I'm pulling that information together as quickly as I can. I'm excited to help you find the best home at the best price!

If there are any other homes that you wanted information on, let me know and I'll take care of it.

Going forward, is this the best email address to reach you at? Is there a phone number that works best for you?

Looking forward to working with you. Thanks!

[Your signature]

Intro call

If lead answers, introduce yourself and use LP MAMA. If lead doesn't answer, leave a message similar to this.

Hi, this is *[your name]* with *[brokerage]* calling to connect with you and share some more information about *[address]*. I've also found some similar homes that I think you'll like, but I want to connect with you first to make sure they match your preferences. I'll reach out again this afternoon to hear what you're looking for in a new home.

If you have five minutes to chat, please call me at *[your number]* or email me at *[your email address]*.

Thanks, and talk to you soon.

Intro text

Hi, *[lead name]*! I have some more information to share on the property you liked. What other homes did you want information about? Thanks! *[Your name]*

Intro video message

Hello, *[lead name]*! I'm *[your name]* with *[brokerage]*.

I saw you wanted more information about *[address]*. I'm excited to help answer any questions you have about this home and any others you're interested in. I have a few properties that I think you'll really like, but I want to connect with you first to make sure they match your preferences. Are you available to hop on the phone for a quick chat?

Reach me at *[your number]* or email me at *[your email address]* this afternoon so that I can help you find homes that you'll love. Looking forward to working with you, and talk soon. Thanks!

Day 2

Follow-up call

Use variations of this script for the rest of your voicemail messages in this plan.

Hi there, it's *[your name]* from *[brokerage]*.

I have some more information on the home you were interested in, as well as a few other homes that I think you'll love. Before I send them over, I want to make sure that I'm looking for the right homes in the right areas. If you have a few minutes, please give me a call at *[your number]*.

Talk soon! Thanks!

Facebook message

Hi, *[lead name]*! I noticed that you're on Facebook and thought I'd send a quick message. *[Detail about your profile.]*

Do you have a few minutes this afternoon to chat about your home search? I'd love to learn more about what you're looking for!

Looking forward to talking soon!

Text message

Hi! Just came across a beautiful *[describe home]*. Looks like a home that you'd love. Want me to send you the details? *[Your name]*

Day 3

Video message

Hi, *[lead name]*! *[Your name]* here—have you had a chance to connect with a lender and get pre-approved? If not, I have someone I would love to recommend. Give me a call at *[your number]* and let's chat. Thanks!

Day 4

Email message

Subject: Be the first to see new listings!

Did you know that I get new listings before most other websites? In the current competitive market, time really matters. I can get you real-time access to the information so that you can move quickly on the homes you love.

I want to make sure you have an advantage over other home buyers in your market. Do you have five minutes this evening to chat about your home preferences? Give me a call at *[your number]*. Looking forward to speaking soon!

[Your signature]

Day 5

Text message

Hi, *[lead name]*! Are you still interested in *[address]*? There are a few other similar homes coming to the market. Would you like to take a look at them?

Day 6

Video message

Hi, *[lead name]*! *[Your name]* here. I've left you a few voicemail messages, and I thought I would follow up with a video message in case this is a better way to reach you. I was wondering when you are looking to purchase a new home; once I know your timeline to buy, I'll be able to provide you with better information that you can use to educate and prepare yourself for the journey ahead. Give me a call at *[your number]* and let's get started!

Day 7

Email message

Subject: Get the best deal on your new home!

A lot of buyers don't hire an agent, and believe that working with the listing agent will save them money. This is rarely true! Listing agents are hired to represent the seller's best interests, so they typically get the better end of the deal.

I'm here to help you purchase the right home at the best price. Give me a call at *[your phone]* and let me know if you're ready to find your new home!

[Your signature]

Day 8

Text message

Hi, *[lead name]*! It's *[your name]*, just following up from my other text message—were you able to connect with a lender yet? Are you pre-qualified?

Social media message

Hi, *[lead name]*, I figured this might be a better way to reach you. I have early access to a couple of new house listings. Would you be interested in viewing them this weekend? Let me know. Thanks!

[Your signature]

Day 9

Email message

Subject: Hire a good negotiator!

Negotiating can be aggressive, confrontational and difficult—as a result, most agents avoid it, which hurts you in the end. If you want the best price on a new home, you're going to need someone who isn't afraid to stand up for you and ensure you get the best deal possible.

I love negotiating on behalf of my clients, and have examples that I'd be happy to share with you. Give me a call at *[your number]* and let's talk!

[Your signature]

Day 10

Email message

Subject: Where did I go wrong?

Hi, *[lead name]*! I've been trying to touch base the past couple of weeks, but I haven't heard back from you.

Please let me know where I went wrong, or if you've found another agent.

In the meantime, I'll send you property and information updates. I'll be here to help you whenever the time is right. Please don't hesitate to reach out if you have any questions!

[Your signature]



Seller scripts

Day 1

Intro email

Subject: Your customized estimate

Hi, *[lead name]*! It's *[your name]* here with *[brokerage]*. I saw that you requested an estimate of your home's value. I'm putting together a personalized report for you, but to ensure it's as accurate as possible, I'm going to need to get some more information. Are you available for a brief chat?

I'll be calling shortly, but please call me at *[your number]* if you have any questions.

Going forward, is this the best email address to reach you at? Is there a different phone number that works better for you?

Thanks! Looking forward to talking soon.

[Your signature]

Intro call

If lead answers, introduce yourself and use LP MAMA.

If lead doesn't answer, leave a message similar to this.

Hi, *[lead name]*, this is *[your name]* with *[brokerage]* calling in regards to your request for an estimate on *[address]*. I'm currently putting together your report, but I'm going to need a little more information to make sure it's as accurate as possible. I'll reach out again shortly, but if you have five minutes to chat, please call me at *[your number]* or email me at *[your email address]*.

Thanks! Talk to you soon!

Intro text

Hi, *[lead name]*. Do you want an accurate estimate of your home's value? Give me a call! *[Your name]*

Intro video message

Hi, *[lead name]*! It's *[your name]* here with *[brokerage]*. I'm putting together a personalized report for you, but to ensure it's as accurate as possible, I'm going to need to get some more information. Are you available for a brief chat?

I'll be calling shortly, but please call me at *[your number]* if you have any questions.

Thanks, and looking forward to talking with you soon.

Day 2

Follow-up call

Use variations of this script for the rest of your voicemail messages in this plan.

Hi there, it's *[your name]* from *[brokerage]*. The estimate is coming along, but I still had a few questions for you. There are certain details that could really add to the value of the home, but there's no way for me to know until I talk with you. If you have a few minutes, please give me a call at *[your number]*. Talk soon! Thanks!

Facebook message

Hi, *[lead name]*! I noticed that you're on Facebook and thought I'd send a quick message. *[Detail about your profile.]*

Do you have a few minutes this afternoon to chat? I'd love to learn a little bit more about your home before I send over the estimate.

Looking forward to talking soon!

Text message

Hi, *[lead name]*! The value of your home depends on the details. Want a personalized estimate? Give me a call! Thanks! *[Your name]*

Day 3

Video message

Hi, *[lead name]*! *[Your name]* here—did you know there are simple improvements you can make that will really increase the value of your home? Give me a call at *[your number]* and let's chat. Thanks!

Day 4

Email message

Subject: Almost done!

I'm just about finished with your personalized estimate, but I'm still unsure about what improvements you've made to the home—upgrades can have a significant impact on the estimate! Do you have five minutes to spare? Give me a call at *[your number]*. Looking forward to speaking soon!

Day 5

Text message

Hi, *[lead name]*! Homes have been selling in your neighborhood. Interested in what they're going for? Give me a call! *[Your name]*

Day 6

Video message

Hi, *[lead name]*! *[Your name]* here. I've left you a few voicemail messages, and I thought I would follow up with a video message in case this is a better way to reach you. I was wondering if you've made any upgrades to your home—if so, this information could really impact the value of your home. Give me a call at *[your number]* and let's talk!

Day 7

Email message

Subject: Home staging improves your offers!

A lot of sellers don't stage their homes. If buyers can't picture themselves living there, they're much less likely to purchase that home. Although there's a cost involved, the return on this investment will put thousands more dollars in your pocket.

I'm committed to helping sellers get the most for their house, and I'm ready to help you when you're ready.

Do you want your customized estimate to be as accurate as possible? Give me a call at *[your phone]*!

Day 8

Text message

I'm going to be in your neighborhood this weekend. Do you have time to meet and discuss your personalized estimate? Let me know!

Social media message

Hi, *[lead name]*, I figured this might work better for you. I'm going to be in your neighborhood this weekend. Do you have time to meet and discuss your personalized estimate? Let me know!

[Your signature]

Day 9

Email message

Subject: Hire a good negotiator!

Negotiating can be aggressive, confrontational and difficult—as a result, most agents avoid it, which hurts you in the end. If you want the best deal on your home sale, you're going to need someone who isn't afraid to stand up for you and ensure you get the best possible offer.

I love negotiating on behalf of my clients, and have examples that I'd be happy to share with you. Give me a call at *[your number]* and let's talk!

Day 10

Email message

Subject: Where did I go wrong?

Hi, *[lead name]*! I've been trying to touch base the past couple of weeks, but I haven't heard back from you.

Please let me know where I went wrong, or if you've chosen to work with another agent.

In the meantime, I'll send you property and information updates about other home sales in your area. I'll be here to help you whenever the time is right. Please don't hesitate to reach out if you have any questions!

[Your signature]