

BUYER – ONLINE SEARCH LEAD

Text - Day 1

Hi, {{firstname}}! I have some more information to share on the property you liked. What other homes did you want information about? Thanks!
{{assignedto_firstname}}

Email - Day 2

Subject: Here to help you!

Video message introducing yourself as their agent.

Email - Day 3

Subject: Be the first to see new listings!

{{firstname}},

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 {{assignedto_phone}}. Looking forward to speaking soon!

{{emailsignature}}

Text - Day 4

Hi, {{firstname}} {{lastname}}! Are you still interested in that property?
There are a few other similar homes coming to the market. Would you like to take a look at them?

Email - Day 5

Subject: Your Custom Home Search Tool

Video on how you can set them up on a customized home search, leave them with a question such as, “Just hit reply to this email with your search criteria and I’ll do the rest!”

Put this text in the email as well, so they can read it in the case they do not view the video.

Email - Day 6

Subject: Get the best deal on your new home!

{{firstname}},

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 {{assignedto_phone}} and let me know if you’re ready to find your new home!

{{emailsignature}}

Text - Day 7

Hi, {{firstname}}! It's {{assignedto_firstname}}, just following up from my other text message— were you able to connect with a lender yet? Are you pre-qualified?

Email - Day 8

Subject: Hire a good negotiator!

Hi, {{firstname}},

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 {{assignedto_phone}} and let's talk!

{{emailsignature}}

Email - Day 9

Subject: Where did I go wrong?

Hi, {{firstname}}!

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!

{{emailsignature}}