

SELLER - HOME VALUATION ONLINE DRIP

Phone Call - Immediately

Text - 1 minute later

Hello! Thanks for inquiring in how much your home is worth! What is the best way to contact you? - {{agentfirstname}} {{agentlastname}}

Email - Within 1 hr.

CMA sent or connect Cloud CMA (automated) to be emailed to lead.

Text - 5 hours later or the morning of the next day

Hi there! I pulled the comps for your home and it looks as if that report wasn't 100% accurate for the amount your home is worth. Do you have a minute to chat about the actual amount I calculated for your home?

Phone Call - 1 day later

Phone Call - 2 days later

Email - 3 Days later

Subject: Sell or Refi?

{{firstname}},

The property report to see how much your home is worth... was it for possibly putting your home on the market, or for trying to see if you can refinance your home to take out some equity or get a better interest rate/ lower your payment?

I have an amazing lender (the best in the business) who can help either way, so let me know how I can assist you!

Please feel free to call, text or email anytime!

{{emailsignature}}

Phone Call - 5 days later

Email - 5 Days Later

Subject: Would you like to know the EXACT value of your Home?

{{firstname}},

I hope you are having an amazing day! Unfortunately, without seeing your home, the property amount given for how much your home is worth, is based off of the average of all recent sold homes in your area...

If you would like I can swing by, it will only take 10 minutes... so I can tour your home and then provide you with the EXACT value I believe your home is worth today...

Would you like me to swing by?

{{emailsignature}}

Email - 6 days later

Subject: Prep Your Home For Sale!

Hi {{firstname}},

Here is a free report on "Prepare Your Home To Sell Checklist". Enjoy!

{{emailsignature}}

***Attach the checklist to this email* Click the link to access this template in
Femme Boss**

Text - 7 days later

I forgot.. I also sent you a How To Prep Your Home For Sale Report too, let me know if you did not receive it and/or if you have any questions or need anything?

Text - 8 days later

Just a quick friendly check in to see how you are doing and see if you have any questions about the property report with your home worth, or the home selling process?

Text - 11 days later

Sorry to keep texting you, I like to check in a lot within the 1st 10 days. If you ever want to meet to see how I can get you top \$ for your home, please reach out.

Email: 12 days later

Subject: Keeping current with your number 1 real estate asset...

{{firstname}},

I hope you are having an amazing day and week!

If you wish I can set you up on a free amazing tool that is great for Homeowners... It is our "Custom Automated Home Search Tool"...

Now I know you may not be looking at selling your home now or even anytime in the near future and that is OK... It is still critical to keep a pulse on the market... Just like getting statements from your other investments even though you may not be looking to retire anytime soon...

This free tool will automatically email you homes, similar to your home in your area that are selling, going under contract and coming available for

sale. This allows you to always have an idea of what is happening with home values that are very similar to your home.

I offer these free tools so that if ever in the future you are thinking of selling, that you appreciate these tools and give me an opportunity to interview for the job. There is zero hassle or obligation.

Please reply if you would like us to set you up on our Custom Automated Home Search Tool.

Let me know if you have any questions or need anything. Feel free to text, call or email anytime!

{{emailsignature}}

Email - 17 days later

Subject: Quick check in....

{{firstname}},

I know you are busy so I don't want to keep you... but wanted to check in to see if you received the market report I sent you and see if you have any question or need anything?

If so, feel free to call or email anytime, I am always here to help! Have a great day!

{{emailsignature}}

Text - 25 days later

I hope all is well! I wanted to check in to make sure everything is going well and see if there is anything you need?

Email - 45 days later

Subject: Are you liking the Custom Home Search Tool?

{{firstname}},

I hope you are having an amazing day and week! About a month ago I set you up on our free home search that automatically emails you homes, similar to your home in your area that are selling, going under contract and coming available for sale. This allows you to always have an idea of what is happening with home values that are very similar to your home.

I wanted to make sure you are getting those and see if you want me to make any changes? I do my best to set it up to homes with similar criteria to your home in your area, but without seeing your home in person, sometimes things can get missed... So I always like to check in just in case...

If you need anything please feel free to reach out anytime!

{{emailsignature}}

Text - 68 days later

I hope you are having a fantastic week! Just wanted to check in and see if you needed anything from me? {{agentfirstname}} {{agentlastname}}

Text - 88 days later

I hope all is well! I wanted to check in to make sure everything is going well and see if there is anything you need? {{agentfirstname}}
{{agentlastname}}

Email - 90 days later

Subject: 90 Day Market Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Home Worth Report” every 90 days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

Again there is no hassle, no obligation and zero pressure....

If you would like an updated market report on your home, just reply back to the email and say “Yes I would like an updated report” and I will get that to you within the next few days.

Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 112 days later

Subject: # 1 Mistake Homeowners Make When Choosing a Realtor...

{{firstname}},

I hope you are having and amazing day! I know you may not be looking to Sell anytime soon, but I always like to make sure my Clients are educated so when that time comes you are that much more prepared...

Today I wanted to share the # 1 mistake Homeowners make when choosing a Realtor... which is choosing the Realtor solely based on the Realtors recommend list price.

This is a tactic some Realtors use to just get your listing, they may give you an inflated price, tell you what they think you want to hear just to get you to list with them..

There are 2 reasons you should choose the Realtor you decided to go with... #1: Who has the most aggressive marketing plan of action to get your home exposed to the most amount of Buyers out there... #2: Who has the best contract negotiation skills to ensure you are getting as much money in your pocket as possible...

Now, of course the “List Price” of your home matters. However as your Real Estate Professional I am going to share with you all the recent sold, current pending and active comparables to your property and give you a realistic recommended list price. That does not mean you have to list at my recommended price. It is your home, you are the boss and I work for you. But it is always important that I am up front and give what I feel is the true market value of your home.

If you have any questions or need anything please feel free to call, email or text anytime!

{{emailsignature}}

Text - 129 days later

I hope all is well! I wanted to check in to make sure everything is going well and see if there is anything you need? - {{agentfirstname}}
{{agentlastname}}

Email - 157 days later

Subject: What is Your Home Worth Today?

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Home Property Report” every 90 days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

Again there is no hassle, no obligation and zero pressure....

If you would like an updated market report on your home, just reply back to the email and say “Yes I would like an updated report” and I will get that to you within the next few days.

Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Text - 171 days later

I hope you are having a fantastic week! Just wanted to check in and see if you needed anything from me?

Email - 202 days later

Subject: Would You Like My FREE “How To Prep Your Home For Sale Guide”?

{{firstname}},

I hope you are having a fantastic week! I wanted to reach out and see if you would like me to send you a FREE copy of my “How To Prep Your Home For Sale Guide”?

This is a step by step guide that has proven to get our Clients thousands of more dollars in their pocket at closing, by just doing some small little things to their homes.

The guide discusses everything from curb appeal to the garage to the kitchen and even discusses the importance of great first impressions.

If you would like a free copy, just reply back and say “Please send me the free How To Prep Your Home For Sale Guide”... and I will send it over ASAP...

If you ever need anything, please feel free to reach out anytime!

{{emailsignature}}

Email - 247 days later

Subject: 90 Day Property Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Market Report” every 90

days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

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If you would like an updated market report on your home, just reply back to the email and say “Yes I would like an updated report” and I will get that to you within the next few days.

Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 292days later

Subject: Any questions?

{{firstname}},

I just wanted to shoot a quick email to check in and see if you need anything or have any questions in regards to the Real Estate Market? Your Home, etc..?

I am always here to help, please feel free to call, text or email anytime if you need anything!

{{emailsignature}}

Email - 337 days later

Subject: Home Worth Check-In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Market Report” every 90 days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 382 days later

Subject: 90 Day Property Check In!

{{firstname}},

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 427 days later

Subject: Any questions?

{{firstname}},

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I am always here to help, please feel free to call, text or email anytime if you need anything!

{{emailsignature}}

Email - 472 days later

Subject: 90 Day Property Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Report” every 90 days... to help you always know how much your home is worth in today's real estate market.

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 517 days later

Subject: 90 Day Property Check In...

{{firstname}},

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 562 days later

Subject: Any questions?

{{firstname}},

I just wanted to shoot a quick email to check in and see if you need anything or have any questions in regards to the Real Estate Market? Your Home, etc..?

I am always here to help, please feel free to call, text or email anytime if you need anything!

{{emailsignature}}

Email - 607 days later

Subject: 90 Day Property Check In...

{{firstname}},

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 652 days later

Subject: 90 Day Property Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Report” every 90 days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

Again there is no hassle, no obligation and zero pressure....

If you would like an updated market report on your home, just reply back to the email and say “Yes I would like an updated report” and I will get that to you within the next few days.

Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 697 days later

Subject: Any questions?

{{firstname}},

I just wanted to shoot a quick email to check in and see if you need anything or have any questions in regards to the Real Estate Market? Your Home, etc..?

I am always here to help, please feel free to call, text or email anytime if you need anything!

{{emailsignature}}

Email - 742 days later

Subject: 90 Day Real Estate Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Report” every 90 days... to help you always know the current market value of your home.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

Again there is no hassle, no obligation and zero pressure....

If you would like an updated market report on your home, just reply back to the email and say “Yes I would like an updated report” and I will get that to you within the next few days.

Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 788 days later

Subject: Any questions?

{{firstname}},

I just wanted to shoot a quick email to check in and see if you need anything or have any questions in regards to the Real Estate Market? Your Home, etc..?

I am always here to help, please feel free to call, text or email anytime if you need anything!

{{emailsignature}}

Email - 833 days later

Subject: 90 Day Property Report Check In...

{{firstname}} {{lastname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Home Property Report” every 90 days... to help you always know how much your home is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Email - 878 days later

Subject: 90 Day Home Check In...

{{firstname}},

I hope you are having an amazing day! One of the services I like to offer Homeowners in the area is a “Detailed Property Report” every 90 days... to help you always know how much your property is worth in today's market.

There is ZERO pressure, no obligation and no hassle... these are 100% free reports! Why would I do this? Being 100% honest with you, I do this to bring you something of value in hopes that if and when you ever decide to “Sell” or “Buy” that hopefully you have appreciated these reports, that you think of me if and when that time ever comes, and give me the opportunity to interview for the job.

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Have an amazing day and please feel free to reach out anytime if you need anything!

{{emailsignature}}

Restart or Apply new campaign - 879 days later