

Lead:

Phone Number:

Address:

14 DAY LEAD FOLLOW UP SYSTEM:

The following description is precisely what you should do for the first 14 days upon receiving a lead from any lead source in attempts to get an appointment. Once you have an appointment scheduled you can stop following up with the lead and begin working with your client:

DAY 1

- CALL THE LEAD:** If you get an answering machine make it abundantly clear that you will be dropping by within the next 24 hours.
- EMAIL THE LEAD:** You should have a really cool email signature with your name, logo and all your contact information including your website so they have easy access to you and ask them to tell you their specific needs.

DAY 2

- VISIT THE LEAD: KNOCK ON THE DOOR** and if nobody answers leave your business card with a hand written card looking forward to an appointment.
- MAIL THE LEAD:** Mail the lead a typed letter introducing yourself and include your business card.

DAY 3

- EMAIL THE LEAD:** Invite them to visit your website and read through all of the testimonials and look at your current listings.

DAY 4

- CALL THE LEAD:** This time call after 6:00pm at night on the premise of making sure they got your emails and the note you left at their home.

DAY 5

- VISIT THE LEAD: KNOCK ON THE DOOR** this time you will have prepared a 1-sheet document that shows the 5 most recent homes that have sold in their neighborhood along with your business card.
- EMAIL THE LEAD:** Simple email just stating Interest Rates Are Currently _____.

DAY 6

- MAIL INFO PACKET** of useful information (you can find lots of this on your RemarkableAgents.com website).

DAY 7

- TAKE A BREAK!**

DAY 8

- MAIL THEM A THANK YOU CARD** for taking the time out of their busy schedule to read what you have been sending.
- EMAIL THE LEAD** information about all the homes that have sold in their neighborhood recently.

DAY 9

- CALL ANYTIME** and let them know you are just calling to keep in touch and you look forward to helping them.
Leave a message if you have to!

DAY 10

- CALL ANYTIME:** If you had to leave a message on day 9 - don't leave a message this time. If you spoke with them on Day 9, take a break.

DAY 11

- VISIT THE BUYER/SELLER AGAIN:** Bring them a \$5 gift card (Blockbuster, Starbucks, etc.). Drop it off with a quick note and your business card.

DAY 12

- CALL THEM TO FOLLOW-UP** and make sure they received the items you have mailed. Ask if they have any questions and set an appointment if you haven't already.

DAY 13

- CALL THEM** with the list of prices of houses for sale in their neighborhood.

DAY 14

- MAIL THEM** another Thank You card for taking the time out of their busy schedule to read what you have been sending and also you look forward to having an appointment in the near future to discuss options..

Keys To \$uccess

- Visit the property 2 times within the first week.
- Bring your mortgage broker to the listing appointment. (If you're not currently working with one, find one)
- Always provide them with something. You have access to plenty of handouts that give you reason to contact them.
- Keep feeding your pipeline! The more leads you follow up on, the less pressure you will feel. You will be able to focus more on helping your clients rather than closing a sale, so closing will happen naturally.
- Plan for long-term follow up. Some leads may not close for **6 months** or more. Dave closed a lead that he had followed up with for **2 YEARS!** Be persistent and, as Steve always says, "Have fun and keep it simple." Send them updated information on mortgage rates and house values in their neighborhood. That's an excuse for two contacts per month with *any* lead.
- **REPEAT EVERYTHING UNTIL THEY BUY OR SELL!**
- When in doubt, call us. We're here to coach you!

Remember that some of these leads may have fake names like Mickey Mouse, Bubba Gump or something else creative. *Don't discard these without looking at all of their information! You would be surprised at how many of these turn up with valid addresses, phone numbers AND real names if you do some research!*

Following up on leads should be fun. If you find it's getting tedious, you need some fresh ideas or you just need a little motivational kick in the pants, email coaching@getmyhomesvalue.com or call us at 866-360-3440.

Happy Closings!

Rory Wilfong, Steve Young and Dave Conklin
GetMyHomesValue.com Co-Founders.