

2-WEEK ASSAULT PLAN

This 2 week (or 10 business days) lead conversion plan is an aggressive high-contact system used to make initial contact with inbound internet leads. It can also be used to identify motivation levels and gather additional contact information to classify and ultimately convert leads. For the best results, be sure to personalize the phone call, text, email, video and social media message scripts provided below to appeal to each individual lead.

DAY 1

- Send the introduction email
 - For manually entered leads from other sources: use the “Intro email”
 - For website generated buyer leads: customize your auto-generated welcome email from “Automated Welcome Email” template provided.
- Make “Intro Call” phone call or use “Buyer/Seller Intro Voice Message”
- Send Day 1 Intro Text if you do not connect by phone
- Send a follow up email thanking them for speaking with you if they answered

DAY 2

- Email a list of properties that fit your client’s criteria
- Search for the lead on Facebook and send them a short private message
- Send Day 2 “Follow-Up” Text
- Send Video email – Use one of Intro Scripts

DAY 3

- Send “Open to Show” email
- Make “Intro Call” phone call or “Follow-Up Voice Message”

DAY 4

- Send “Free CMA & Relocation Package” email
- Attach a Just Listed Property list to email or via link

DAY 5

- Send a “How am I doing?” email
- Include a list of “recently reduced prices” property list to email
- Send Day 5 “Still Interested” Text

DAY 6

- Send “Be the First to See New Listings!” email
- Send Video Email – Choose most applicable script

DAY 7

- Send “Specialty Services” email
- Make “Best Buy” phone call or use “Follow-Up Voice Message”
- Send Day 7 Next Step Text

DAY 8

- Send “Specific Property” email
- Search for them and send direct messages on LinkedIn, Instagram and etc.
- Research their IDX activity

DAY 9

- Send “Long Shot CMA” email
- Make “Create Urgency Call” or use “Follow-Up Voice Message”
- Research their IDX activity

DAY 10

- Send “Free Certificate” or “Where did I go Wrong” email
- Make “Last Chance” phone call or use “Follow-Up Voice Message”
- Discard contact if not valid contact information
- If no contact is still made, place lead in the D lead category drip campaign.

PHONE CALL SCRIPTS

General Intro Call

Hello (name) This will only take a second. My name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website and wanted to see if you had any questions about buying real estate in (insert your city)?

Buyer Intro Voice Message

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.

Seller Intro Voice Message

Hi, [lead name], this is [your name] with [brokerage] calling in regard 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!

Follow-Up Voice Message – *Use for all voice messages after intro call*

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!

Best Buy Call

Hello (name) Are you by chance interested in a really good deal? The reason I am asking is because I specialize in selling bank owned, foreclosures and short sale properties. In fact I have a list of the five best priced homes in (insert city) that I would love to show you. What is a good time for us to meet and go over these great deals? Would today be best or would tomorrow be better?

Create Urgency Call

Hello (name) I just heard in the office about a great property that is coming on the market in the next week and I wanted to see if it fit your criteria before the rest of the general public and agents get to know about it. Please contact me as soon as possible so that I can give you more information about this amazing deal.

Last Chance Call

Hello (name) This is (Your Name) with (Brokerage Firm) and I have been attempting to reach you for the past 10 days and I am not sure that you are getting my phone calls or emails. If you would still like to receive the just listed, price reduced and best buy properties in our area please just call me or email me at (Your Email if it is simple) to start up again. I hope to hear from you soon!

TEXT SCRIPTS

DAY 1

Buyer 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]

Seller Intro Text

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

DAY 2

Buyer Follow-Up Text

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]

Seller Follow-Up Text

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

DAY 5

Buyer Still Interested Text

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?

Seller Still Interested Text

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

DAY 7

Buyer Next Step Text

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?

Seller Next Step Text

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

EMAIL TEMPLATE SCRIPTS

DAY 1

Automated Welcome Email *(For all new website generated buyer leads - automatically sent out)*

Thank you for registering on our website (www.YourWebsite.com) and we hope you enjoy unlimited access to all of the properties listed in the area. We are more than just this website and have many resources available to you as needed during your home search process. Do not hesitate to contact us directly at (Your Phone Number) to speak to a real person.

Intro Email #1 *(For all new website generated buyer leads - manually sent)*

One of the benefits of working with us is that we will make sure you are notified right away of properties that come on the market and fit your search criteria. Please do not hesitate to call us at (Your Phone Number) to let us know of any changes you would like us to make in the properties we send you. Once you see a property that you want to know more about call us or email us so we can help you take the next step.

(OR)

Intro Email #2

This will only take a second, my name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website (www.YourWebsite.com) and wanted to see if you had any questions right off the bat?

DAY 3

Open To Show Email

Would you like to view some properties this week? What day and times work best for you? I am open this weekend and in the evenings during this week.

DAY 4

Free CMA & Relocation Package Email

I just realized that I am not sure if you are from (insert your city) or if you are relocating into our area? Two important things to note: 1) If you live locally and have a home to sell I am more than willing to give you a free estimate of your home's value. 2) If you are relocating to (insert your city) I have an amazing relocation package to send you. Which of these are you needing at the moment? In the meantime, here are some just listed homes I thought you might be interested in: (insert URL to just listed properties).

DAY 5

How Am I Doing Email

I want to be sending you only the most relevant properties. Shall I adjust my search criteria for a better match to what you are looking for? I have an opening tomorrow night if you would like to view some homes.

DAY 6

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!

DAY 7

Specialty Services Email

Many of my buyers feel that real estate websites only tell half the story about that home. If you are not ready to start touring homes, I have a VIP buyer service you might really appreciate. I can send you plat maps, tax information, videos, or additional photographs and sales history on any property that is for sale currently or has sold in the past. Can you think of anything you might need right now?

DAY 8

Specific Property Email *(Use IDX information to figure what type of property this lead was looking at and come up with a humorous subject line such as: Ugly Bank Owned Condo)*

I know of a bank owned condo that will be coming available soon. I think it will be under (insert price range for your area that is a great deal). Would you like to be the first to view this?

DAY 9

Long Shot Email

This is a long shot but often people use our website to try and gain an understanding of their own home value. Is this the case with you? If so, I would love to give you a free online no hassle estimate or an in-depth broker price opinion. Interested?

DAY 10

Free Certificate Email

My office manager just gave me 2 free home inspection certificates that I can give out this week to buyers who would like to view homes on Saturday or Sunday with me. This is a great \$300-\$400 cost savings. Are you available this weekend?

(OR)

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!

Video Email Scripts

Put a Face to the Name Intro – Buyer Script

Hi there! [lead name]! I'm [your name] with [brokerage]. I just wanted to put a face to the name and let you know that I am a real person and not just some automatic email system. I would love to talk about your potential move and see if I can help you find a great deal. I am available this weekend, are you free?

General Introduction Script - Buyer

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!

General Introduction Script – Seller

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.

Need a Lender – Buyer Script

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!

Home Improvements – Seller Script

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.

Trying to Connect – Buyer Script

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!

Trying to Connect – Seller Script

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!

Facebook & Social Media Message Scripts

Choose from the four Facebook and social media script templates below to use in your 2-Week Assault Plan depending on the specific circumstances surrounding each lead. Again, be sure to personalize the scripts to appeal to each individual lead.

Your Profile Showed Up

Hi (name) I just searched my email address book on Facebook and your profile showed up (Insert something interesting from their profile page) You visited my real estate website the other day and I thought I would put a face to my name. Really looking forward to meeting and helping you soon!

Noticed You're on Facebook

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!

I'll be in Your Neighborhood

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!

Access to New Listings

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