

# Expired 'Recent Activity' Update Procedures (Real Geeks)

The ultimate goal is to call the expired and set an appointment the same day they come off the market. But, we know that this does not always happen. I see a lot of agents losing opportunities because they do not have solid follow up systems that adds value to the lead.

Assuming you do not set the appointment during the first call: The key with Expired and withdrawn conversion is making sure that you establish rapport early on in the relationship and deliver value throughout the relationship. The agent who delivers the most value and follows up frequently will be the Old Expired dominator in any market.

Real Geeks has a function where you can do the following:

Create a saved search for the Expired that will automatically send them all ACTIVITY including NEW LISTINGS, PRICE CHANGES, UNDER CONTRACTS & SOLDS in their area or community. So, you can choose their specific neighborhood/building or you can choose a specific area.

Once you add them as a contact in your Real Geeks (CRM) Lead Manager account, you can then login as them into your website and set them up on a property search if you want all status's sent to them such as NEW LISTINGS, PRICE CHANGES, UNDER CONTRACTS & SOLDS alerts sent to them. If you only want Sold properties you can just sent them up on a Sold search if they are available in your MLS. **Note:** You can just set them up on a Sold Search if they only want Solds.

I suggest you do a property saved search so they get alerts for all activity. Once you have this set up, your Expired or Withdrawn lead will receive an alert via email with the details of what transpired in their neighborhood. You will be the agent that is keeping them updated on the market in their neighborhood. (Sending them something of value)

**IMPORTANT STEP TO DOMINATION:** I suggest you set yourself up for the same saved search as them and name the search their.....Expired + last name + address.

This will make sure that you receive the same notice as your Expired lead and then you can give them a call and ask them if they received the information and if they have any questions. This is a great way to touch them with added value. If you consistently do this you will own all the Expired's & Withdrawn's in your market!!!

TO DO:

- 1) **Prospect the Expireds and Withdrawns and ALWAYS ask for the email.** Let them know that you are going to send them information on all activity in their neighborhood/community including; New Listings, Price Changes, Under Contracts (Pendings) and Sold properties as they happen. Let them know they will receive an email letting them that they have been set up to receive that information and that is you

setting them up. *(Make sure you explain to them you will do this because they may get the "Thanks For Signing Up email"... then mark it spam.)*

- 2) **Log into your Real Geeks CRM account and create a New Lead source category called Expired.**
- 3) **Log into your Real Geeks account and add them as a contact and save them a search for that community, Be specific so you are not bombarding them with information.**
- 4) **Set yourself up with the same saved search** but make sure you name it:
  - a. Expired + Last Name + Address
  - b. Example: **ExpiredHarreslon2323 Kings Hwy**

***This allows you to know when they get an alert of changes in their community.***

- 5) Every time you receive an alert means your lead received an alert. Give them a call. Use the following script:

"Hello Mr. Harrelson, this is \_\_\_\_\_ with \_\_\_\_\_. We spoke in the past regarding your property for sale. You never did anything with the property, did you?  
(NO)

I wanted to follow up because I sent you an email with details of another home/condo that was just "sold/went under contract/newly listed/price adjustment" in your community. Did you have a chance to take a look at the information?

Do you know that particular home/condo? (discuss details of sale/pending/new listing/price adjustment)

Obviously, you had your property on the market in the past, I am curious though, if you could get this sold at a good price, you would still sell it, correct?

Continue the conversation.....

This strategy allows you to leverage our companies' technology to enhance the value that you are delivering to your leads as well as keeping you informed as to when you may want to give that lead a call. You will always have a reason to start a conversation with the Expired lead.

***By the way, this same strategy can be used for Rentbo's and Expired/Withdrawn listings***

***This task is easy to delegate to a staff member...***

