

# Real Geeks Seller Lead Generation & Conversion Plan

## Driving Traffic To Seller Lead Generation Page

1. Facebook
2. Facebook Retargeting
3. Google Adwords
4. Mailers To Your Database
5. Email Your Database

## Home Valuation Seller Lead Follow Up Conversion Plan

**Full Registration Leads:** *What happens & what you should do.*

\* Automated Home Valuation Email Gets Delivered (See Seller Tool Settings in Back-end Website)

\*\* Auto Sign Up Text Gets Delivered if SMS Texting Feature is enabled: Example  
Hi Name,  
You received a home valuation from my website adrhi.com Any upgrades to the property that would affect the Value?  
~Jeff Manson / 808-123-1234

**#1 - Call Lead ASAP** within 1 – 5 minutes from Auto Text–  
If You **Reach them:** use a script similar to the one below:

Hi Name,  
This is Jeff Manson with American Dream Realty. I am calling to see if you have any questions about the automated home valuation my website provided you.

It is a great way to get a broad range estimate of the value of your property. Our valuation tool uses public record sales data provided by a third party source.

The best way to get the most accurate market value for your property is using the MLS data, the same data available to us Realtors and appraisers.

Would you like me to provide a market analysis from the MLS data?

Did you know we are in a pretty hot market and the inventory is pretty low? Homes are selling for much higher prices than they were. Are you considering selling your home?

**If you don't reach them.** Leave a message similar to the one below and schedule a follow-up to try to reach them again:

Hi Name,

This is Jeff Manson with American Dream Realty. I am calling to see if you have any questions about the automated home valuation my website provided you. I also wanted to let you know we are in a pretty hot real estate market and the inventory is pretty low. Homes are selling for much higher prices than they were.

I can be reached at 808-123-1234. I look forward to helping you.

**NOTE:** The goal of the call is to qualify and find the ones that are interested in selling now. Set an appointment and follow up according to their time frame.

**#2** – If they are not ready to sell or you can't get an appointment. It is Import to put them on a **Constant Communication Plan:**

**A.** Use this script and offer to set them up on a saved Sold Search and Monthly Market Report.

**Name**, I have a lot of homeowners and neighbors in our area like you... asking me to keep them updated on their REAL ESTATE INVESTMENT. My website can do that... I can set you up on a saved **Sold Search** and it will send you Sold properties in our neighborhood as they happen. It will also send you a **Monthly Market Report** of all the Active Properties, ones Under Contract and Sold within the last six months. Is that something you would like me to do for you as well?

**Note:** Make sue you let them know they will be getting an Thanks For Signing up email from the site and that is you doing this for them.

**B.** Put them on snail mail post card or mail program you have for seller leads & Monthly Newsletter if you have one.

**#4** – Schedule Follow-ups in CRM to further qualify. A lot of sellers will give you a reflex no as they don't know you well enough yet. He who follows up the most will get more listings. Also a lot of these leads are 3 – 6 months out or at the beginning stages of thinking about selling.

IMPORTANT to make sure you are sending them things of Value! Every touch must have a value. Never attempt to sell them. If you will be consistent in your long - term communication, they will call you "their agent."

## Address Only Leads

***Partial Leads / Address Only:*** *What happens & what you should do.*

\* You'll Get a Notice of Potential Seller Lead from CRM

\*\* Address of Lead will be in Potential Seller Lead tab on CRM Dashboard

**#1 – Research Seller Name from Tax Records.**

**#2 – Use tools to get Sellers Phone**

**#3 - Call Lead if you got number. If not go knock on door. Either way you should attempt to make contact ASAP.**

If You **Reach them by phone or in person:** use a script similar to the one below:

Hi Name,

This is Jeff Manson with American Dream Realty. I am calling to see if you have any questions about the automated home valuation my website.

It looks like you attempted to use it, but the process was not completed.

Did you have a technical issue when using it?

It is a great way to get a broad range estimate of the value of your property. Our valuation tool uses public record sales data provided by a third party source.

The best way to get the most accurate market value for your property is using the MLS data, the same data available to us Realtors and appraisers.

Would you like me to provide a market analysis from the MLS data?

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I also wanted to let you know we are in a pretty hot real estate market and the inventory is pretty low. Homes are selling for much higher prices than they were.

I can be reached at 808-123-1234. I look forward to helping you.

**NOTE:** The goal of the call is to qualify and find the ones that are interested in selling now. Set an appointment and follow up according to their time frame.

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