

# SCRIPTS



Following up  
with an  
online lead



Property  
Finder

HUB

# FOLLOWING UP WITH AN ONLINE LEAD

## Follow these scripts if you want to:

- ✓ Set yourself up for a successful follow up conversation with a lead
- ✓ Be prepared for different conversation scenarios
- ✓ Convert a prospect into a qualified buyer or seller
- ✓ Feel more comfortable when speaking with prospects
- ✓ Market yourself more effectively

## How to follow up with an online lead

Your approach and speed at which you follow up an online lead is critical to ability to convert.

When responding to an online lead, most of you may choose the easiest route - email. In reality, by the time the prospect reads your email, they may have already secured an appointment with an agent that chose to call. Pick up the phone - you may be missing an opportunity if you don't!

### A few simple rules to live by:

- ✓ If they don't respond the first time, leave a message and send a follow up email. If you don't hear back, call back the next day. Follow up is crucial
- ✓ If you don't have a phone number, respond with a personalised follow up email referencing the property they enquired about
- ✓ Personalise your emails. If your email feels generic or automated, prospects are less likely to respond
- ✓ Before adding contacts generated through Property Finder, social media or any other medium, to your email campaigns, ensure you are asking their permission. Sometimes, online leads can take several months to turn into a qualified buyer or seller. Consistent follow up is essential, but it is best practice to ensure the prospect consents to receiving marketing materials from you

We have created a few scripts to help you be prepared while following up with prospects.

## 1. Phone script for general lead follow up

Hi \_\_\_\_\_, this is \_\_\_ with \_\_\_\_\_ Real Estate. How are you today? We were recently in touch regarding your interest in a Property Finder listing for a property at \_\_\_\_\_(location) in \_\_\_(area). Are you still interested in that particular property or community?

(Wait for answer)

I have a range of properties that meet your requirements. When would be best for you to schedule an appointment to discuss your needs further, or organise some viewings in [community].

(Wait for answer)

Sure, I will wait to hear from you on an available time frame next week. Feel free to call or WhatsApp me on \_\_\_ or email me at \_\_\_\_. Look forward to hearing from you soon. Have a good day!

## 2. Email script for general lead follow up

Hi \_\_\_\_\_,

You recently expressed interest in the following property [insert link to PF listing]

If you are interested in discussing this property further, or other similar properties available in [community], please don't hesitate to contact me on [insert contact details].

Look forward to hearing from you soon. Have a good day!

## 3. Follow up email with a value add for prospect

Hi \_\_\_\_\_!

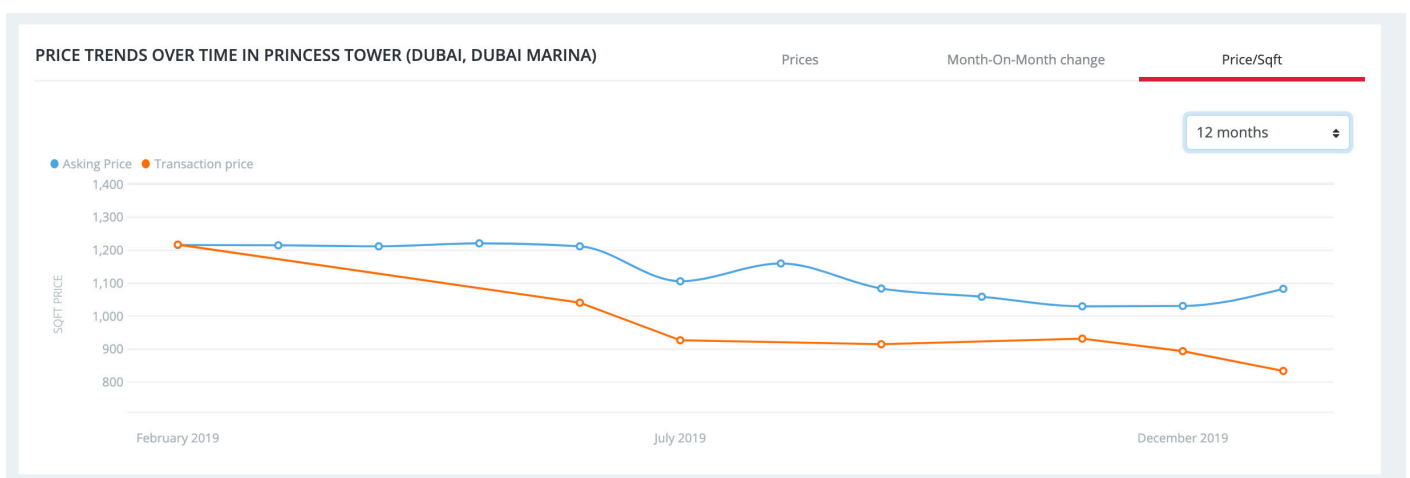
You recently contacted me through Property Finder regarding selling your home in \_\_\_\_\_ location in \_\_\_\_\_ community.

I'd love to schedule an appointment with you to view the property, discuss a potential marketing strategy and understand your price expectations.

During this meeting, I'd also like to present you with a report showing recent transaction data for similar properties sold within your community which can serve as a helpful tool in advertising your home at the right price.

I look forward to hearing from you. Please feel free to call me on \_\_\_ to discuss further.

Have a lovely day.



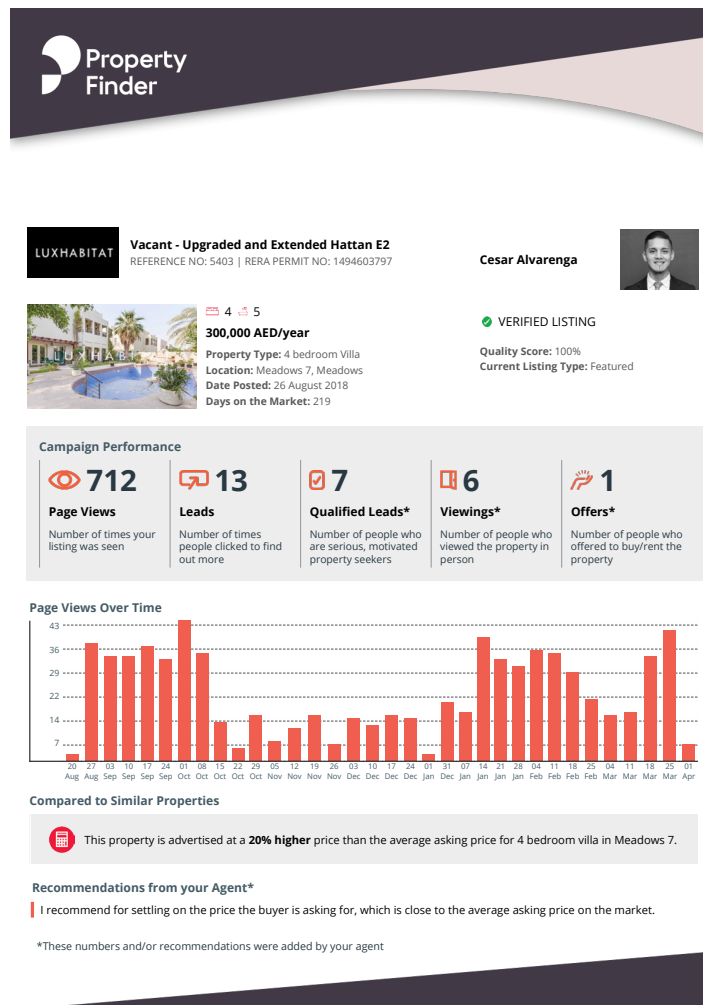
## 6. Script for email regarding home viewings

Hi \_\_\_\_\_,

I am just touching base to provide you with an update on the performance of your property listing on Property Finder.

Please find your customised Property Marketing Report attached that details how many views, clicks and leads your listing has generated.

If you'd like to discuss this in further detail, or if you have any questions about how we can boost the performance of your listing, please don't hesitate to call me on \_\_\_\_\_



*Example of a Property Marketing Report, a free tool available exclusively to Property Finder clients.*

## 5. Follow up email to potential sellers

Hi \_\_\_\_\_,

I am just taking this opportunity to follow up with you regarding your enquiry about selling your home located in \_\_\_\_\_.

I have some positive market data and insights I'd love to share with you that show buyers are interested in your area. I'd also like to show you some recent transactions in the area for similar properties.

If you'd like to discuss this further, please don't hesitate to contact me on \_\_\_\_\_.

Have a lovely day.

## 6. Follow up email to open house

Hi \_\_\_\_\_,

It was great to meet you at the open house for [address] last [date] .

I hope you got a good feel for the home and enjoyed the [benefit of the property -- i.e., great pool, huge master bedroom, beautiful view].

If you are interested in scheduling a follow up viewing, or would like any further information about this particular property, I am more than happy to organise this for you.

Alternatively, if you are interested in seeing more homes in [community] overall, it would be great to discuss your needs and requirements in more detail so I can make the best possible recommendations.

I'd love to chat further. Please don't hesitate to call me on [number].

Have a wonderful day!

## 7. Follow up email for a viewing

Hi \_\_\_\_\_,

I have received your enquiry for [insert link].

The property is available for viewings on Tuesday, Thursday or Saturday.

Please let me know which day would best suit you. Feel free to contact me at any time on \_\_\_\_\_ .

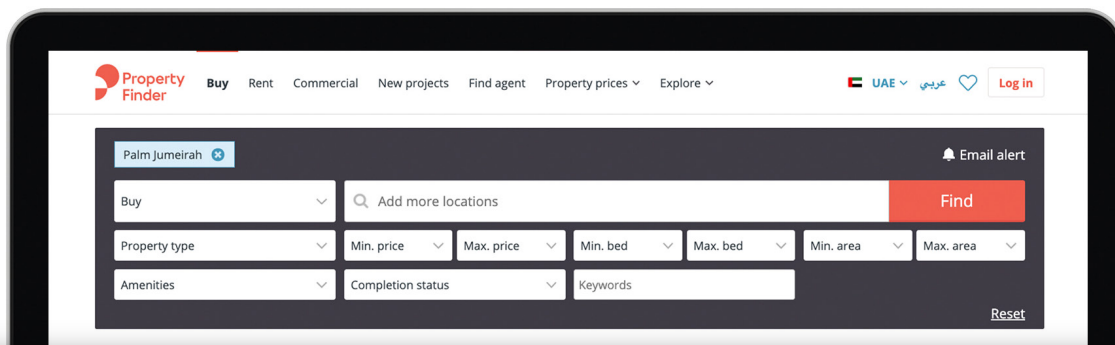
Have a nice day!

## 8. Follow up email after no response from above email

Just following up with regards to my email below about scheduling a viewing for the following property [insert PF link].

If you are still interested in this particular property, or [community] in general, please don't hesitate to contact me on \_\_\_\_\_.

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