

market leader[®]

When Seller meets Buyer

Brandy Savage

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Will this be recorded?



Ask Questions in the chat

This Week's Homework

- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



Let's get into this content!

A man and a woman are sitting on a couch, smiling. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a light-colored sweater. They are both looking towards the camera. The image has a blue overlay and a white border.

How are leads generated?

How HouseValues.com leads are created

A quick primer on a Lead's journey into your Market Leader system.



1 WHAT IS MY HOME WORTH?

A person searches online to find the value of a property.

2 OPTIMIZED AD

In the top search results, they clicked on an ad for HouseValues.com.



3 DETAILS PLEASE

They provide their name, email, and property information. Phone number, relationship to property, and selling timeframe are optional.

4 LEAD MEETS AGENT

Lead is introduced to you and your website and educated on the value of agent-generated CMAs.



5 LEAD MEETS SYSTEM

Lead details are delivered to your CRM. An email is sent on your behalf with an automated estimate and questions about

6 ENGAGE THE LEAD

Now it's up to you review their details and follow-up with an accurate and detailed CMA.



Who is requesting this type of information?

Curious Sellers

Investors

Motivated Property Owners

What's the right move?

Treat every new lead like the hottest hottie

Day 1, Hour 1, Minute 1

Immediate Interaction

- Email
- Phone call, if possible

Goals

- Get phone number
- Ask open – ended question
- Complete transaction request

Fast Follow Up

1

Send an email
and make a
phone call ASAP

2

Complete and
send CMA within
24 hours

3

Start your
research for
follow up comms



What responses are you looking for?

- A call/text back
- An email reply
 - Bonus points if they provide answers to your questions
- No Response



Simple Strategy

- Short term nurture plan
- Long term nurture plan
- Sphere Communication



Short Term Plan



7-10 day strategy for all new Seller Leads



Seller Lead Conversion Plan (included in your Marketing Center)



Nurture by showcasing what you're good at!



Nurture by getting to know them as people, not payments



Be consistent, borderline annoying..but always valuable



Classifying your leads

Based on perceived motivation

Responsive =
Motivated

Unresponsive
= Unmotivated

Long Term Plan

10-15 weeks



Once weekly emails to nurture



Go into greater detail about your value!

Testimonials
Recent Sales
Anecdotes



Encourage a response



Once they respond, move them into a more personalized engagement sequence



Sphere Communications

Content that goes out to everyone in your system



Annual Holiday Campaign



Birthday/ Anniversary Campaigns



Newsletter

Key Takeaways

Put these in action today!

All Leads start
HOT!

Follow Up FAST

Know your
potential
audiences and
have comms
loaded

Short and Long
Term Plans to
nurture



What's Coming Up

Weeks 3 of this season

September 28

- Video makes a Real Estate Star
- What's Your (Marketing) Story, Morning Glory

Thank You!

This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week2 Homework** post!

2 members will be selected at random to get a \$100 Amazon Gift Card!