

### When Seller meets Buyer

**Brandy Savage** 

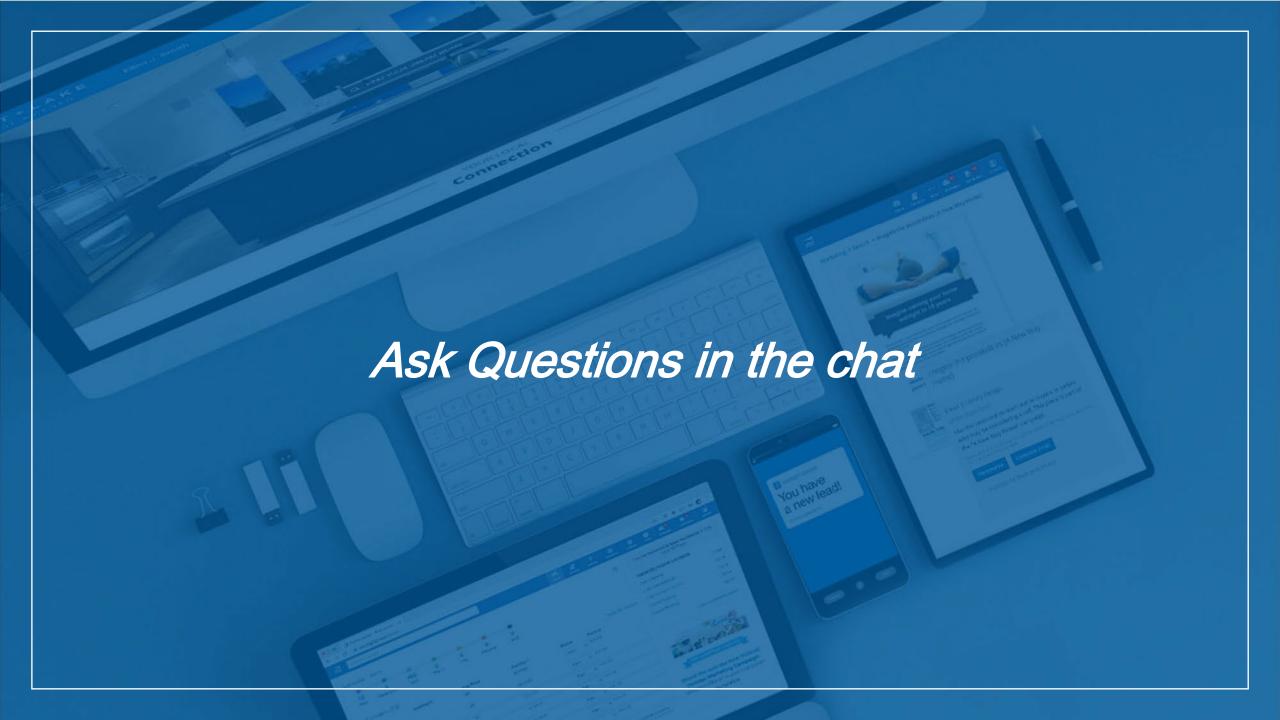


## When Seller meets Buyer



**Brandy Savage** 





#### 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!



#### How HouseValues.com leads are created

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



WHAT IS MY HOME WORTH?

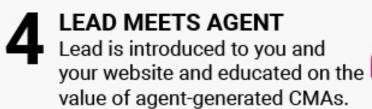
A person searches online to find the value of a property.





**DETAILS PLEASE** 

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





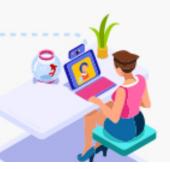


LEAD MEETS SYSTEM

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 hotti e

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!

MARKETLEADER.COM21