

market leader[®]

Buy Baby Buy

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 **Leads Direct** Leads are Created

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



1 IT STARTS WITH A SEARCH

A person searches online for properties in your purchased city.

2 OPTIMIZED AD

Your website appears in the top search results as an ad.



3 YOUR WEBSITE

Clicking the ad sends them to your Market Leader website - making them exclusive to you!

4 REGISTRATION

After viewing 2-3 properties on your website, they are required to register with their name and email (phone optional).



5 LEAD MEETS SYSTEM

Your CRM captures the lead details, sends a welcome email, and tracks their website activity and property views.



6 ENGAGE THE LEAD

Here's where you step in and get to know the lead, their interests, and how you can serve their needs.



Who is requesting this type of information?

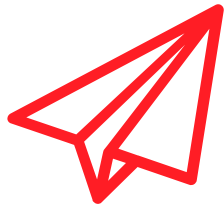
Window Shoppers

Investors

Motivated Buyers



Fast Follow Up



Send an email and
call/text ASAP



Send listings/Create
a saved search



Start your research
for follow up comms



What's your strategy?

Short term
nurture plan

Long term
nurture plan

Sphere
Communication

Short Term Communications

7 day plan of emails and calls/text to show up for potential buyer leads

Get them to respond by asking OPEN ENDED questions

How they engage in this phase will guide you in how to move them through the pipeline

Consistently reference listing alerts

Ask questions and offer legitimate support

What about the home buying process is daunting or confusing?

Any nice-to-haves I should keep an eye out for? Fireplace? Basement? Bonus room?

I have been a resident of [area] for [x] years and enjoy [these attributes]. How familiar are you with [area]?

Long term Plan

01

Move contacts to a 6 month email plan

02

Put in Buyer Campaigns from marketing Center

- Buyer Gorilla (mail/multi-channel) (4 months)
- Buyer lead conversion (6 months)

03

Include in cold calling/ email initiatives until lead responds



Sphere Communications

Content that goes out to everyone in your system



Annual Holiday Campaign



Birthday/ Anniversary Campaigns



News letter

What if they never respond?

Key Takeaways

Put these in action today!

Fast Follow Up

Demonstrate
expertise and
determination
through short and
long term plans

Put your efforts
where they
matter..and let the
system do the rest



What's Coming Up

Week 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!