



GET MONEY NOW

Field Report

May 2017

This month, we are going to put a system in place to effectively follow up with all of your buyer leads that you haven't yet converted. Keep in

mind, it's fairly common for everyone to say ***"I'm just looking"*** or ***"I didn't think anyone would call us"*** or ***"We aren't real serious"***. These are the things you say to every salesperson when you walk into stores yourself. It's also the way you speak to people that call you on your phone.

The biggest difference between successful agents that close on lots of business and those that struggle miserably, thinking they have bad leads is simply a GOOD follow-up campaign. This month, you can put one in place that will generate appointments for you, even if they initially told you they weren't interested.

Depending on how you generated your buyer leads, you probably only have a phone number and email address for them. You may not have their mailing address. So this month's Get Money Now campaign will be centered around text messaging and email sequences to get them re-engaged with you and asking to have a conversation with you.

You'll use these emails & text messages on the buyers that are very short with you or shut you down over the phone as though they aren't interested. Remember, they haven't even heard your offer yet & since your offer is very compelling to a home buyer, they will reply favorably to you after they see it.

Far too often, I see that a buyer has expressed interest in an individual home you were advertising, then when you call, they say *"no thanks"* and it's all over at that point. The agent literally throws the lead away. This is tens of thousands of dollars thrown away every single time. Today, we are going to fix that by transitioning from that phone call to an email and text sequence that will offer them something much better than that one home they responded on.

Remember, there are two things that you offer as a Unique Selling Proposition to buyers. These are Universal Offers so everyone will have an interest in them.

1. **RWA Buyer Certification-** The best deals including bank owned homes and unlisted properties are only available to RWA buyers. Are you an RWA Buyer?
2. **Dream Home Finder-** My company will invest up to \$X in marketing to find unlisted homes that match EXACTLY what you are looking for. If you know certain neighborhoods or type of

home you want, we will find them before they hit the open market so you are the only one knowing of them.

You should start sending these emails on the very same day that you have a phone conversation with them. You do not need to acknowledge that you are the one they spoke with on the phone or that they requested info on a house, etc.

Email #1 Subject Line: Denver Area Houses (Private Sale)

Hi "FirstName", you are probably aware that the best deals on homes in this area never hit the open market. If you are shopping for homes on Zillow, Realtor.com, etc. you are looking at homes that are available to the general public and have already been picked through.

Here at my office, we provide home buyers with unlisted properties and pre-market properties that are not available on the open market. This is by far the best way to gain access to gorgeous homes and get a tremendous value on them as well.

We provide this for people that are just considering a possible purchase sometime in the distant future and they can get access completely free of charge, with no obligation to ever buy a home. It's simply the best way to give your family access to the BEST homes you'd otherwise never know about.

Is that something you'd be interested in? Let me know here either way.

Greg Luther

Email #2 Subject Line: Re: Denver Dream Home Finder

Hey "FirstName", I wanted to shoot you a quick email here because you expressed interest in a possible home purchase in the Denver area.

This will be extremely exciting for you.

We offer a Dream Home Finder whereby if you know exactly what you are looking for or a particular area you are most interested in, we will use our marketing approach to find UNLISTED homes that nobody else knows are for sale. In turn, you are the only buyer in America that will know the homeowner is wanting to sell and you can get the BEST home for your family's needs.

Best of all, this can allow for extremely low down payments and a lower sales price as well. We've gotten buyers into their dream home with as little as \$3,500 out of pocket. This service is free of charge and with no obligation. Would you like more info? Greg Luther

Send This TEXT After Email #2:

Hi "FirstName" did you get my email about the Dream Home Finder Program where I can get you access to unlisted houses for sale here in Denver?

Email #3 Subject Line: Are you an RWA Home Buyer?

Hi "FirstName", we just got a few additional homes that are for sale here in the Denver area but they will not be listed on the open market. As you are likely aware, the best homes never go on the internet.

Since we get so many of these homes and get them sold privately, I figured I'd see if you are still thinking of possibly purchasing your dream home in the future. We've worked out pre-arranged financing on most of these so you can get in with little to no money down.

Of course these homes are first offered to RWA certified buyers here in the area. Are you an RWA buyer? I'd like to send you some of these addresses on homes that would match exactly what you are looking for. Let me know either way.

Greg Luther
614-582-0143

Send This TEXT After Email #3:

"FirstName" did you get my email yesterday about the Dream Home Finder here in Denver? I just got details on a house that's WELL under market value and available with less than \$3,000 down. Let me know.

SPECIFIC INSTRUCTIONS: As you can see, this is three individual emails and two text messages. You should send each one 24 to 48

hours apart. Of course as they reply, you will remove them from the remaining sequence because you've initiated a two way communication with them. This can be automated inside Infusionsoft or to a lesser degree in Aweber. The money is made in the follow-up so use this sequence on ALL buyer leads and watch how many more you pick up as happy clients. They won't know about these programs unless you educate them so use these to get your message out there!