



EFFECTIVE LEAD FOLLOW UP SELLERS CONVERSION ADS



New lead enters your funnel

Personalize your First Email

Sends Instantly

Head over to your automations to make some edits!

[Learn More](#)

Subject Line:

Received your Facebook Home Valuation Request for **[address]**...and I'm on it!



Tip: Try changing up the emoji in your subject line! Just 1 will be best, too many emojis and capitalized letters may flag as spam.

Body:

Hi **[name]**, thanks for checking out my Facebook Valuation Ad. I am going to get to work putting together a list of recent sales in your area with homes similar to yours to give you some ballpark ideas on pricing!



Add a short BombBomb video saying something like:

“Hey it's **[name]** from **[company]**, Thank you so much for clicking on my ad! I can only imagine that you thought this was an instant home value you were getting. Now, the internet valuations you'll see are all over the place and that's the reason why I can't just send you something right away, instead I'm going to give you something of value. Right now, I'm going to go compile a list of recent market sales and homes, just like yours so that

you have something to look at and get a current snapshot of the market, then we'll follow up with you after you reviewed that list was something that's more in depth and custom and just to let you know this is completely free, there's no obligation attached to it it's actually my way of giving back and say thank you for clicking on my ad.I'll be in touch with you soon look forward to that next email with the list of properties of homes, just like yours, thank you!”



Tip: Make sure you send a quick general CMA to your lead indicating their home value within 4 days (because your automation continues after that!)



Next SMS' and Emails

4 Days Later

4 days later, an email goes out double checking they got their CMA. Check out your entire 9 month automation and see what's being sent!



Tip: Go through all of the emails in your drip and update them slightly to add your own personality to them! Feel free to add even more touchpoints along the way.



Checkpoint

Has your lead responded, or opened any of your emails?

Yes: Follow up on their valuation and ask for any questions.

No: Time to switch it up, try sending them a **personal BombBomb** video directly in your email account or shooting them a **Video Message** on your phone!



EFFECTIVE LEAD FOLLOW UP

12 TIPS LEAD AD



New lead enters your funnel

First Email

 Sends Instantly

Lead receives 12 tips PDF within the first automated email (this is already done for you!)



Tip: Go into your automations and spice up this email! Make it a bit more personal to you, add your own messaging to really make it sound like you.

[Learn More](#)



Lead enters 9 Month Drip

 Automatically


Your lead has already been entered into a 9 month drip campaign via email and text. They should be hearing from you automatically every now and then! Head over to your Automations, and feel free to add in even more high value content.



Tip: Remember, you want to be sure they got the first email, and you're trying to help them get to the value. Change up this message to make it even more personal!



Spruce up your Follow Up

 3-6 Months



Leon Harper: End of year roll! Send out a new email with the subject: 'It's the annual update time.' People may say, 'Well I've only been at this a year.' It doesn't matter, you tell them this is something you do every year. So I emailed everybody to let me know if they've had any improvements. And I've been getting a bunch of responses!



Checkpoint

 2 Days Later

Head to your **"All Emails"** section of your dashboard, and see if they've opened and clicked on your first email.

Have they opened?

Yes: Continue on with the pre-built 9 month email drip.

No: Head over to your email provider, and re-send it personally. This time, let them know you were worried it was stuck in spam and to let you know if they have any questions. Then, continue with drip.



Funnel continues for 9 months (See [Automations](#))



EFFECTIVE LEAD FOLLOW UP

PROPERTY LISTING ADS



New lead enters your funnel



Tip: We're sometimes seeing that **60%+ of these buyer leads are actually sellers too.** They may be closer to selling than some of your Seller leads!



Follow up with an Email



After lead comes in

Your lead should have been redirected to your listing page after clicking on your ad, but it's always good to send them an email too! Go into your Automations and add a quick intro email, introduce yourself (with a video!), re-send the link and ask them if they need anything!



Tip: Personalize this! Head to your automations and make sure to double check that all of your external links are going to the right place!

[Learn More](#)



Give them a Call



Later that day

"Hey it's **[name]**! I just want to make sure that you got the information you needed for my property that you that you clicked on Facebook? Anything I can help with?"



Tip: 9 times out of 10, they may say yeah I'm good! But every so often they'll be looking for more information. Be ready to give it!



Shoot them a Video Text



If they don't answer

Instead of a voicemail, shoot your lead a quick video message following the same script as your initial phone call!



Tip: People want to get to know the real you, so don't worry about coming off as too professional. Just be yourself! Also, if you don't have their number, send this to their email with a quick BombBomb instead!



Checkpoint



2 days later

Have they got back to any of your texts / emails?

Yes: Keep them in your database and follow up every few weeks with high value content.

No: **Add in a few automated SMS messages and Emails following up on if they need any help.** Offer them more lists of recent properties, or additional information on the home they inquired about!



StreetText

EFFECTIVE LEAD FOLLOW UP BUYERS ADS



New lead enters your funnel



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First Email



Sends Instantly

Lead receives a link to the IDX/MLS results list that you setup when launching the ad.

In your first email, consider adding a little empathy. The list is likely full of great listings they may need help sorting through. Add something like:

"I can only imagine you're looking at those lists right now wondering where even begin. Let me know if I can help narrow this down for you!"



Give them a Call



Wait a few mins

"Hey it's **[name]!** I just want to make sure that you were able to access the list of properties that you requested. I know there's a lot - can I help you narrow it down at all?"



Tip: Be ready to prepare a new list of properties.



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