

## Lead Follow Up Matters

### General Clients

- Social Media Retargeting
  - Add Client Emails to ReTargeting FB Audience
    - Run Relevant Ads/Videos to Potential Clients
- Add Client to Monthly Email Contact List
- Monthly Touch (Text, Call, Social Media Message)
- 10 Minute Morning Likes
- Social Media Constant Content



## **Withdrawn/Expired**

- After Completion of 1st Calling Session to Potential Clients
  - If Meeting Set - Immediately Send Following Email

### **Date**

### **Client Name,**

It was good talking with you. I'm happy that I'll be able to come out, see your home, get to know more about your motivations to sell, find out more about why you feel your home didn't sell when it was previously listed, and share our systems. Systems, marketing, results, they all matter. You'll see just how seriously we take them all when go over the details.

In the meanwhile, here is a link to our Listing Guide:

**<http://bit.ly/2019GerdesListingGuide>**

Go through it and note any questions you have before we meet.

I'll see you **Date & Time.**

### **Agent Name**

Long & Foster Real Estate



- If No Meeting Set (Continue Each Step Until Meeting Set or Given “No”):
  - Same Day as Calls - Send the Following Email

**Date**

**Client Name,**

We reached out today but unfortunately wasn't able to catch you. We're sure that at a time like this, when you trusted that your home would sell, and it didn't, you are most likely feeling a bit frustrated. Not to mention, there are surely phone calls rolling in from agents promising you everything that your first agent did.

**Here's what we know, any agent can give you a price, share MLS info and ask you to let them list your home. We however aren't just any agents. Collectively, we have over 27 years of sales & customer service experience, last year, we were the #1 Rookie Agents in the entire country, companywide, this year we have been and still are the #1 overall agents in the Annapolis office of Long & Foster Real Estate in units sold, featured in several magazines, and on and on.**

The point, success matters, systems matter, marketing matters, results matter. We know this and we freely share exactly what we do to sell your home when others simply couldn't.

Reach out and schedule an initial consultation with us where we'll be able to see your home, get to know more about your motivations to sell, find out more about why you feel your home didn't sell when it was previously listed, and share our the success, systems, marketing and results we bring. You'll see how seriously we take them all when we sit to go over the details.

**In the meanwhile, here is a link to our “What to do When Your Home Doesn't Sell” Guide. Go through it and note any questions you have before we meet.**

**<http://bit.ly/WhatToDoWhenYourHomeDoesntSell>**

We are looking forward to hearing from you and seeing you soon.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to “Withdrawn/Expired” ReTargeting FB Audiences
    - Run/Send Relevant Ads/Videos to Potential Clients
- Day 2 - Send “Sell” Postcard
- Day 3 - Call Client Again
- Day 4 - Send Client Video Text Message w/ General Synopsis of Letter Below
- Day 5 - Send Hand Written Card with Info Below:

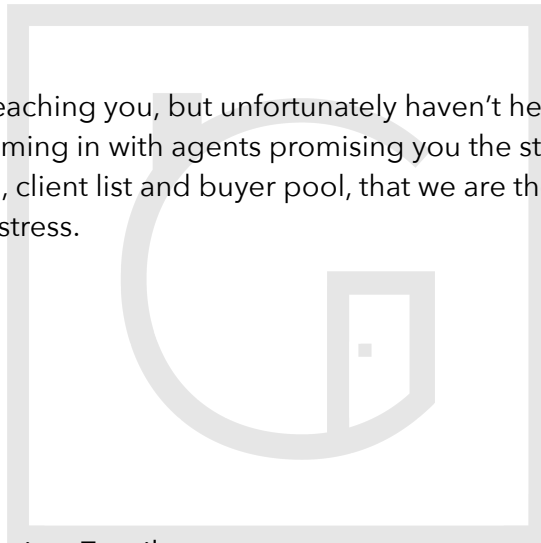
**Client Name,**

We’ve been working on reaching you, but unfortunately haven’t heard back. We know you’re swamped and calls are coming in with agents promising you the stars, but we are confident, based on our track record, client list and buyer pool, that we are the ones that will sell your home and eliminate your stress.

Call us.

**Agent Name**

Long & Foster Real Estate



- Day 6 - Send the Following Email

**Client Name,**

Are you no longer interested in getting your home sold before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Go to House and Deliver the following:
  - Listing Guide
  - “What to do When Your Home Doesn’t Sell” Guide
  - Business Card (2)
  - Zillow Map of All Sales
  
- Every 7 to 10 Days - Call/Text Potential Client Until Told “No”



## Home Snap

- Day 1 - Initial Lead Comes In
  - Call Lead
    - If Meeting Set - Immediately Send Following Text

### Client Name,

It was great chatting with you. I am looking forward to showing you **Property Address** on **Date and Time**. See you then!

### Agent Name

Long & Foster Real Estate

- If No Contact (Continue Each Step Until Meeting Set or Given "No"):
  - Text & Email Lead
  - Text:

### Client Name,

I'm excited to have just received your request to know more about **Property Address!** It is a fantastic home. I did just call you but got your VM. When is the best time for us to have a quick chat, today?

### Agent Name

Long & Foster Real Estate

- Email:

**Date**

**Client Name,**

I'm excited to have just received your request to know more about **Property Address!** It is a fantastic home. I did just call you but got your VM. When is the best time for us to have a quick chat, today?

Let me know asap. In the meanwhile I will pull together any and all additional relevant information so that any questions you have can be answered.

Looking forward to hearing from you.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
  - Text Intro Video
    - <http://bit.ly/IntroductionToPhilGerdes>
- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

Are you no longer interested in seeing the home at **Property Address.**

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you out to see **Property Address**. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to meeting you.

- Day 5 - Send Hand Written Card with Info Below:

**Client Name,**

Are you no longer interested in seeing **Property Address**. If not, please email or text and us know.

**Agent Name**

Long & Foster Real Estate

- Day 6 - Send the Following Email

**Client Name,**

Are you no longer interested in seeing **Property Address** before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"





## Sign Calls

- Day 1 - Initial Lead Comes In
  - Aim to Gather the Following Information
    - Working w/ an Agent
      - If working with Agent, answer questions and refer them to Agent to Schedule a Showing
    - If not working with Agent:
      - Name
      - Phone
      - Email
  - If Showing Scheduled - Immediately Send Following Text

### Client Name,

It was great chatting with you. I am looking forward to showing you **Property Address** on **Date and Time**. See you then!

### Agent Name

Long & Foster Real Estate

- If No Meeting Set (Continue Each Step Until Meeting Set or Given "No"):
  - Text & Email Lead
  - Text:

### Client Name,

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

### Agent Name

Long & Foster Real Estate

- Email:

**Date**

**Client Name,**

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together. We will cover the important things that you just can't live without, the things you'd love to have but never thought you'd be able too, and the perfect location for you!

Looking forward to chatting again.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
  - Text Intro Video w/ the Following Message

Hey **Client Name,**

I thought you'd like to know more about me and how I do business. Here's a short intro. <http://bit.ly/IntroductionToPhilGerdes>

**Agent Name**

Long & Foster Real Estate

- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

I'd love to get you schedule to see some homes this weekend. Is Saturday or Sunday better for you? My schedule is filling up and I wanted to be sure that I blocked off some time for you.

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you out to see some homes ASAP. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to working you.

**Agent Name**

Long & Foster Real Estate

- Day 5 - Send the Following Email

**Client Name,**

Are you no longer interested in finding the perfect home before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"



## **FSBO**

- After Completion of 1st Calling Session to Potential Clients
  - If Meeting Set - Immediately Send Following Email

### **Date**

### **Client Name,**

It was good talking with you. I'm happy that I'll be able to come out, see your home, get to know more about your motivations to sell, find out more about why you haven't found the right real estate agent to trust to sell your home, and share our systems. Systems, marketing, results, they all matter. You'll see just how seriously we take them all when go over the details.

In the meanwhile, here is a link to our Listing Guide:

**<http://bit.ly/2019GerdesListingGuide>**

Go through it and note any questions you have before we meet.

I'll see you **Date & Time.**

### **Agent Name**

Long & Foster Real Estate



- If No Meeting Set (Continue Each Step Until Meeting Set or Given “No”):
  - Same Day as Calls - Send the Following Email

**Date**

**Client Name,**

We reached out today but unfortunately wasn't able to catch you. We're sure that at a time like this, when you decided that you were going to try to sell your home on your own, you may be feeling a bit frustrated. Not to mention, there are surely phone calls rolling in from agents promising you they can sell you home, but not nearly as many buyers calling, right?

**Here's what we know, within the first 61 days of trying to sell your home, the average For Sale By Owner seller decides that hiring a professional agent is the better way to go. the hardest question to answer then becomes, who do you hire? Well, we however aren't just any agents. Collectively, we have over 27 years of sales & customer service experience, last year, we were the #1 Rookie Agents in the entire country, companywide. This year we have been and still are the #1 overall agents in the Annapolis office of Long & Foster Real Estate in units sold, featured in several magazines and on and on.**

The point, success matters, systems matter, marketing matters, results matter. We know this and we freely share exactly what we do to sell your home. In fact, we would even share it with you!

Reach out and schedule an initial consultation with us where we'll be able to see your home, get to know more about your motivations to sell, find out more about why you feel your home hasn't sold yet, why you didn't decide to list with an agent straight away as well as share our the success, systems, marketing and results we bring. You'll see how seriously we take them all when we sit to go over the details.

**In the meanwhile, here is a link to our “What to do When Your Home Doesn't Sell” Guide. Go through it and note any questions you have before we meet.**

**<http://bit.ly/WhatToDoWhenYourHomeDoesntSell>**

We are looking forward to hearing from you and seeing you soon.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to “Withdrawn/Expired” ReTargeting FB Audiences
    - Run/Send Relevant Ads/Videos to Potential Clients
- Day 2 - Send “Sell” Postcard
- Day 3 - Call Client Again
- Day 4 - Send Client Video Text Message w/ General Synopsis of Letter Below
- Day 5 - Send Hand Written Card with Info Below:

**Client Name,**

We’ve been working on reaching you, but unfortunately haven’t heard back. We know you’re swamped and calls are coming in with agents promising you the stars, but we are confident, based on our track record, client list and buyer pool, that we are the ones that will sell your home and eliminate your stress.

Call us.

**Agent Name**

Long & Foster Real Estate

- Day 6 - Send the Following Email

**Client Name,**

Are you no longer interested in selling your home? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Go to House and Deliver the following:
  - Listing Guide
  - “What to do When Your Home Doesn’t Sell” Guide
  - Business Card (2)
  - Zillow Map of All Sales
  
- Every 7 to 10 Days - Call/Text Potential Client Until Told “No”



## Zillow

- Day 1 - Initial Lead Comes In
  - Call Lead
    - If Meeting Set - Immediately Send Following Text

### Client Name,

It was great chatting with you. I am looking forward to showing you **Property Address** on **Date and Time**. See you then!

### Agent Name

Long & Foster Real Estate

- If No Contact (Continue Each Step Until Meeting Set or Given "No"):
  - Text & Email Lead
  - Text:

### Client Name,

I'm excited to have just received your request to know more about **Property Address!** It is a fantastic home. I did just call you but got your VM. When is the best time for us to have a quick chat, today?

### Agent Name

Long & Foster Real Estate



- Email:

**Date**

**Client Name,**

I'm excited to have just received your request to know more about **Property Address!** It is a fantastic home. I did just call you but got your VM. When is the best time for us to have a quick chat, today?

Let me know asap. In the meanwhile I will pull together any and all additional relevant information so that any questions you have can be answered.

Looking forward to hearing from you.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
  - Text Intro Video
    - <http://bit.ly/IntroductionToPhilGerdes>
- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

Are you no longer interested in seeing the home at **Property Address.**

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you out to see **Property Address**. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to meeting you.

- Day 5 - Send Hand Written Card with Info Below:

**Client Name,**

Are you no longer interested in seeing **Property Address**. If not, please email or text and us know.

**Agent Name**

Long & Foster Real Estate

- Day 6 - Send the Following Email

**Client Name,**

Are you no longer interested in seeing **Property Address** before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"



## VoicePad

- Day 1 - Initial Lead Comes In
  - Call Lead
  - Aim to Gather the Following Information
    - Working w/ an Agent
      - If working with Agent, answer questions and refer them to Agent to Schedule a Showing
    - If not working with Agent:
      - Name
      - Phone
      - Email
  - If Showing Scheduled - Immediately Send Following Text

### **Client Name,**

It was great chatting with you. I am looking forward to showing you **Property Address** on **Date and Time**. See you then!

### **Agent Name**

Long & Foster Real Estate

- If No Answer to Call
  - Text & Email Lead
  - Text:

**Client Name,**

I see you are checking out **Property Address!** Unfortunately I wasn't able to reach you when I called but I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

**Agent Name**

Long & Foster Real Estate

- Email:

**Date**

**Client Name,**

I see you are checking out **Property Address!** Unfortunately I wasn't able to reach you when I called but I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

We will cover the important things that you just can't live without, the things you'd love to have but never thought you'd be able too, and the perfect location for you!

Looking forward to chatting.

**Agent Name**

Long & Foster Real Estate

- Client Reached, No Meeting Set  
(Continue Each Step Until Meeting Set or Given "No"):

- Text & Email Lead

- Text:

**Client Name,**

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

**Agent Name**

Long & Foster Real Estate

- Email:

**Date**

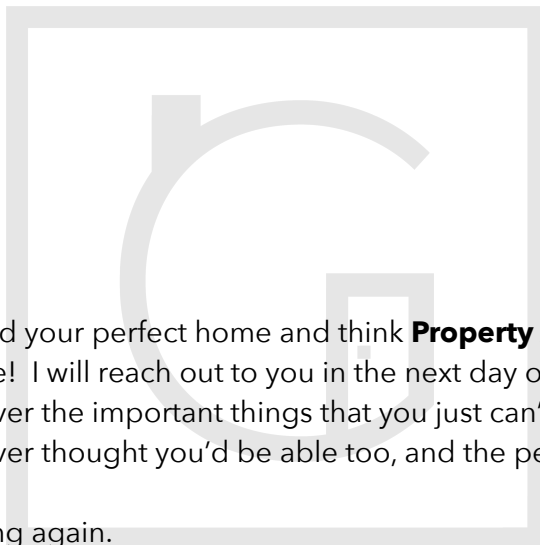
**Client Name,**

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together. We will cover the important things that you just can't live without, the things you'd love to have but never thought you'd be able too, and the perfect location for you!

Looking forward to chatting again.

**Agent Name**

Long & Foster Real Estate



- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
- Text Intro Video w/ the Following Message

Hey **Client Name,**

I thought you'd like to know more about me and how I do business. Here's a short intro. <http://bit.ly/IntroductionToPhilGerdes>

**Agent Name**

Long & Foster Real Estate

- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

I'd love to get you schedule to see some homes this weekend. Is Saturday or Sunday better for you? My schedule is filling up and I wanted to be sure that I blocked off some time for you.

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you out to see some homes ASAP. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to working you.

**Agent Name**

Long & Foster Real Estate

- Day 5 - Send the Following Email

**Client Name,**

Are you no longer interested in finding the perfect home before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"



## Facebook/Instagram Ad Lead

- Day 1 - Initial Lead Comes In
  - Call Lead
  - Aim to Gather the Following Information
    - Working w/ an Agent
      - If working with Agent, answer questions and refer them to Agent to Schedule a Showing
    - If not working with Agent:
      - Name
      - Phone
      - Email
  - If Showing Scheduled - Immediately Send Following Text

### **Client Name,**

It was great chatting with you. I am looking forward to showing you **Property Address** on **Date and Time**. See you then!

### **Agent Name**

Long & Foster Real Estate



- If No Answer to Call
  - Text & Email Lead
  - Text:

**Client Name,**

I see you are checking out **Property Address** on social media! Unfortunately I wasn't able to reach you when I called but I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

**Agent Name**

Long & Foster Real Estate

- Email:

**Date**

**Client Name,**

I see you are checking out **Property Address** on social media! Unfortunately I wasn't able to reach you when I called but I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

We will cover the important things that you just can't live without, the things you'd love to have but never thought you'd be able too, and the perfect location for you!

Looking forward to chatting.

**Agent Name**

Long & Foster Real Estate

- Client Reached, No Meeting Set  
(Continue Each Step Until Meeting Set or Given "No"):

- Text & Email Lead

- Text:

**Client Name,**

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together.

**Agent Name**

Long & Foster Real Estate

- Email:

**Date**

**Client Name,**

I'm excited to help you find your perfect home and think **Property Address** may be a great start! It is a fantastic home! I will reach out to you in the next day or so to help get a good plan together. We will cover the important things that you just can't live without, the things you'd love to have but never thought you'd be able too, and the perfect location for you!

Looking forward to chatting again.

**Agent Name**

Long & Foster Real Estate

- Day 2 - Call Client Again
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
- Text Intro Video w/ the Following Message

Hey **Client Name,**

I thought you'd like to know more about me and how I do business. Here's a short intro. <http://bit.ly/IntroductionToPhilGerdes>

**Agent Name**

Long & Foster Real Estate

- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

I'd love to get you schedule to see some homes this weekend. Is Saturday or Sunday better for you? My schedule is filling up and I wanted to be sure that I blocked off some time for you.

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you out to see some homes ASAP. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to working you.

**Agent Name**

Long & Foster Real Estate

- Day 5 - Send the Following Email

**Client Name,**

Are you no longer interested in finding the perfect home before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"



## Open House

- Day 1 - Lead Acquired through Open House
  - 3-4 Hours After Open House
  - Text Lead

### Client Name,

It was great meeting with you today. Clearly you were interested in the **Property Address** and could see yourself living there. I spoke with the sellers about you and they were very happy that you showed so much interest.

I would love to schedule a time for you to come back through for an extended tour. You'd be able to relax, tour the house, ask all your questions and really get a great feel for the house. How does **Date and Time** work for you?

### Agent Name

Long & Foster Real Estate

- Email:

### Date

### Client Name,

It was great meeting with you today. I sent you a text message not to long ago.

Clearly you were interested in the **Property Address** and could see yourself living there. I spoke with the sellers about you and they were very happy that you showed so much interest.

I would love to schedule a time for you to come back through for an extended tour. You'd be able to relax, tour the house, ask all your questions and really get a great feel for the house. How does **Date and Time** work for you?

### Agent Name

Long & Foster Real Estate

- Day 2 - Call Client
  - Social Media Retargeting
    - Add Client Emails to "All Clients" ReTargeting FB Audience
    - Run/Send Relevant Ads/Videos to Potential Clients
- Text Intro Video w/ the Following Message

Hey **Client Name,**

I thought you'd like to know more about me and how I do business. Here's a short intro. <http://bit.ly/IntroductionToPhilGerdes>

**Agent Name**

Long & Foster Real Estate

- Day 3 - Call Client Again
- Day 3 - Send Client Text Message

**Client Name,**

I'd love to get you schedule to see **Property Address** or maybe some other homes this weekend. Is Saturday or Sunday better for you? My schedule is filling up and I wanted to be sure that I blocked off some time for you.

**Agent Name**

Long & Foster Real Estate

- Day 4 - Send Client Video Text Message w/ the Following:

**Client Name,**

You must be SUPER busy! Let's get you back out to see some homes ASAP starting with **Property Address**. I can make time on **2 Days and times you are available**, what works best for you? Get back to me asap and let's make it happen. I'm looking forward to working you.

**Agent Name**

Long & Foster Real Estate

- Day 5 - Send the Following Email

**Client Name,**

Are you no longer interested in finding the perfect home before the end of the year? If not, please email or text us letting us know.

**Agent Name**

Long & Foster Real Estate

- Every 7 to 10 Days - Call/Text Potential Client Until Told "No"



## Social Media Referral

- Comment on Referral Post

Hey **Referrer Name**,

Thanks for thinking of me. **Potential Client Name**, I'd love to help you **Find Your Dream Home/Sell Your Home**.

Check out this quick video so that you can learn a little more about me.

**<http://bit.ly/IntroductionToPhilGerdes>**

I'll good ahead and send you a direct message, but feel free to call or text me as well, **(443) 889-3095**.

- Send Direct Message

**Potential Client Name,**

Hope all is great. How can I help? I'm happy to dive in and get things done for you. What time are you free to chat? **Referrer Name** asked me to help out with your **house/home**.

- Reach out to Referrer and ask them to create and intro text/message that includes the 3 of you. Ask them to say something great about you and let them potential client know that you are the best to work with.
- Social Media Retargeting
  - Add Client Emails to ReTargeting FB Audience
  - Run Relevant Ads/Videos to Potential Clients
- Add Client to Monthly Email Contact List
- 10 Minute Morning Likes
- Social Media Constant Content