  
 CREATED BY GUERILLA REALTY

**Longterm Weekly Followup Scripts**

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| **Author:** | **Scenario:** | **Impact:** |
| Levi Jones | Internet Seller Lead | 1:24 close rate |

**Setting the Stage**

Studies show that the average online customer will close within 3-6 months from initially gathering information. In order to sustain a successful relationship, an agent will need to make at least 2 organic touches per week--one phone call and one email. The mistake that many agents make is to call "just to check on" a lead. Instead, we try to always have some sort of valuable information for the customer so that they don't learn to despise our calls and we always keep our followups short. This series of followup ideas do not necessarily need to be in this particular order and can be expanded with your own ideas as long as they provide information and can be used to leverage the personal call for relationship building.

**The Script**

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| **DIALOGUE** | **Week 1** - Hi this is [Name] with [Company]. We spoke last week and I set you up to receive listings via email and I just wanted to check in and make sure you were getting those emails.  (We expect they will say yes)  Great. Well, if you need anything else, feel free to call me. Thanks.  **Week 2** - Hi this is [Name]. I know you have been getting homes sent to you for a couple of weeks now and I just wanted to make sure we weren\'t wasting your time. Are we in the ballpark? Do we need to make any tweaks?  (Well, actually we don\'t want to live in X neighborhood. Can you remove those homes?)  Sure thing. Let us know if we can help with anything else.  **Week 3** - Hi this is [Name]. How\'d those changes we made last week work out? Are we getting closer? Any other tweaks I can make?  (Sure. We actually want to expand our budget a bit. Can we open that up a little?)  Perfect. No problem. I will go ahead and make the changes for you.  **Week 4** - Hey, I just finished updating our market stats on my website and it looks like the price range you are looking at appreciated \_\_\_% in this market. Anyways, I thought you might be interested and I was wondering if you wouldn\'t mind me shooting you the stats via email?  (Ok. Go ahead and send it.)  No problem. It\'s on its way. Have a great day.  **Week 5** - Hi. This is [Name]. I know we have been talking for a while and it occurred to me that you may not have seen the mortgage calculator on my site. It\'s a great way to get some initial parameters for what you can afford. Have you tried it out yet?  (No)  Well, let me go ahead and shoot you an email with a direct link. While I'm at it, I can actually do you one better. I have a partnership with a local mortgage broker and I can send you his website. You can actually get pre-qualified there and then know exactly what you can afford.  (Sure. That sounds ok.)  Awesome. I'll go ahead and shoot it over to you. Let me know if you have any questions.  **Week 6** - (after doing a quick MLS search and finding a great property for them)- Hey [Customer Name], this is [Name]. I was thinking of you the other day and I ran across perhaps the perfect home for you. It has X and Y features and I think you are gonna love it. Anyways, if you want to check it out online, I can send you the details. Or if you want to see the inside, I can help with that as well.  (Sure. We don\'t have anything going on Saturday. Let\'s go take a look.) |
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**About the Author**

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| **Levi Jones** | Levi is a co-founder and head coach at GuerillaRealty.com. He has personally coached thousands of agents in lead generation techniques as well as online lead prospecting.  GuerillaRealty.com is the creator of [Callster.io](http://www.callster.io) and other free tools like [FreePhotoBranding.com](https://freephotobranding.com/), [ListingCake.com](https://listingcake.com/), and [PipelineDatabase.com](https://www.pipelinedatabase.com/free/). They also created a set of tools that help real estate agents generate leads and close business. You can find them at [PipelineProTools.com](https://www.pipelineprotools.com/) |

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