

### Phone call/Text/Video message #1:

If only email:

Hey \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_. I just wanted to reach out quickly and thank you again for opting into the \_\_\_\_\_ Homes List! I noticed that you didn't leave your address. Would it be easier if I emailed this list to you?

Email regardless in 24 hours.

If they leave all information:

Video message is best (with great enthusiasm)

Hey \_\_\_\_\_, this is your Realtor \_\_\_\_\_ with \_\_\_\_\_. I wanted to personally reach out and thank you once again for opting into the \_\_\_\_\_ Homes List. I was just curious, would it be easier if we just emailed this list to you?

Most people don't realize that we can actually make them a CUSTOM list of homes for sale here in \_\_\_\_\_. If you simply respond and tell me what it is that you are REALLY looking for I can put together a customized Homes List and shoot it right over to you!

It's so great to connect with you! Talk soon!

### Phone Call/Text/Video message #2

Hi \_\_\_\_\_. I know when you opted in you did not need an appraisal of your current home. I provide complimentary appraisals based on home sales from the last year in your neighborhood, age of the house, and improvements made.

Call me today to schedule one.

### Phone Call/Text/Video message #3

Hi \_\_\_\_\_. Right now is a great time to buy a house! It is definitely a buyer's market! Which homes of your customized Homes List did you like the best?

Let's schedule a few to view this week.

Call me and let me know what days work best for you!

### Phone Call/Text/Video Message #4

(sprinkle these in whenever you can. Leads will appreciate you thinking of them)

Hi \_\_\_\_\_. I am so excited, the perfect house for you just went on the market! It is in this location with these features for this price.

Call me ASAP to schedule a viewing.

### Phone Call/Text/Video Message #5

Hi \_\_\_\_\_. Do you have financing set up to buy your new home? If not, I have a great mortgage loan officer I work with and trust. He lives here locally and \_\_\_\_\_ (example of hobby or charity)

### Phone Call/Text/Video Message #6

Hey \_\_\_\_\_. Are you nervous about having enough of a down payment for your new home? Never fear, with most mortgage companies if you qualify, you can put down as little as 5% of the loan as a down payment. And interest rates are still competitively low.

### Phone Call/Text/Video message #7

Hello \_\_\_\_! Now is a good time to clear out some of the clutter. Even though most homes do not have to be professionally staged, having a neat house without a lot of excess clutter helps showcase the home's potential. So if you are overdue for a trip to the local donation center, put that in your to-do list this week.

### Phone Call/Text/Video message #8

Hi \_\_\_\_\_. I am so excited, the perfect house for you just went on the market. It is in this location with these features for this price. Call me to schedule a viewing!

### Phone Call/Text/Video message #9

Hey \_\_\_\_\_. Are you nervous about picking the right home inspection company? Don't be, we work with companies that we trust to find the hidden secrets of your potential home and we don't take a referral fee from them either.

Let's get in contact to discuss.

### Phone Call/Text/Video message #10

Hey \_\_\_\_\_. Are you considering a home with a lower price point that needs a lot of remodeling work? If you are not handy enough to tackle that work yourself, I have a network of home service providers I use and trust who will give you a great deal!

## Phone Call/Text/Video message #11(Seasonal)

Hello \_\_\_\_\_. Do you have a green thumb or want to learn how to garden? There are several homes on the custom homes list that have great gardens and yards. Call me to schedule a day this week to go view a few of them.

## Phone Call/Text/Video message #12(Seasonal)

Hey \_\_\_\_\_. Do you think it can get any hotter? Several of the homes on your custom homes list have swimming pools. Doesn't a pool sound delightfully cool? Let's go see a couple this week, give me a buzz. OR

Boy did old man winter arrive! Several of the homes on your custom homes list have working wood burning fireplaces. A fire sounds so cozy this time of year! Let's go see a couple this week, give me a ring.

**PM Consulting**

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