

Home Realty USa SmartDrip chat and phone Plan for nEW I EaDS

1. This part of our manual is designed to help you with outreach. Our outreach program including your job will extend to Real Estate agents, website leads, and database leads. This specific part of our manual will deal with web leads. It is not our intention that you speak to the website lead for more than 30 seconds, but it is important to follow the simple check list below.

1. call all web leads within 2 min of registration. **(note, must call 3 times in a row if no answer)**
2. follow our scripts below when talking to all leads to create a transfer situation.
3. document all leads properly and begin the lead nurturing program (detailed below) for Home Realty USA.
4. follow procedures to place lead into Top producer and once in follow future task lists dictated by top producer software to ensure 100% of all leads are handled in the same manner and with urgency.
5. communicate with the agent assigned the lead to ensure double efforts are not being made and ensure warm leads converted into hot leads are placed into a separate category that ensures your efforts aren't misplaced. (i.e. calling a lead for an appointment when they are already seeing homes with our agent)

_____ I have read and understand the above.

Phone Calls to the leads from zillow and BT within 2 min of registration.

Script #1. Hello my name is Nina, From Home Realty USA, I wanted to thank you for registering on our website, I wanted to ask you if you would be interested in receiving a list of homes that aren't on the market now but will be soon, these are the best deals in San Diego county each week put together especially for you.

Yes: OK, let me transfer you to Agent (agent name) while i prepare that list, once again, thank you for registering.

No: Just to let you know, this is a special list of the 5 best priced properties in San Diego, it's reserved only for active buyers working with Home Realty USA, doesn't that sound like something you would want to take a look at? **(wait to hear response)**

Yes, transfer them to Agent on duty.

No, set them up on drip campaign (procedures below) set them up in top producer and task out the follow up calls and emails to all appropriate members of our team.

Script # 2: second call 2 weeks after the first call, if they answered and no appointment was set, if they didn't answer stay with script #1. **(Must call 3 times in a row if no answer)**

. **(Must call 3 times in a row if no answer)**

Hello this is Nina, from Home Realty USA, can i speak with Martha Stewart. Hi Martha, I am calling you from the office of Andrea Portolesi she has an opening for 5 pm tonight she would you like to meet with her at starucks regarding your home search.**(wait to hear response)**

Yes: **(pick a starbucks close to thier home.)** ok, great she was asking if you could bring 1. last 2 years taxes. 2.

No: Is there another time that works better for you **(wait to hear response)**

Still No: it's really important to her that she meets you, actually here she is let me transfer you over to her.

Script # 3 third call.

Hello this is Nina from Home Realty USA, I noticed you have been looking at homes from our website and i wanted to offer a spot in our VIP buyer program, this is an exclusive program for buyers working with Andrea Portolesi, they recieve bennifits like a free credit report and free home inspection, or a free washer and dryer set or refrigerator with their purchase doesn't that sound great **(WAIT TO HEAR RESPONSE) Only offer to buyers looking at homes over the price of 250k**

Yes: ok, can you meet with her tomorrow night at 6 pm at starbucks

No: We only have 4 spots in the VIP program are you currently working with an agent, if so are they offering you anything similar?

Yes: Ok, thank you for your time have a good night.

No: I am working with an agent but they are not offering me anything similar: (The first meeting is in-formal, that is why its done at starbucks, it's a chance for you to interview a top agent and get a free coffee, if you can't meet tomorrrw how about friday?

Yes: close the appointment with time and place (put a reminder in calendar and confirm the appointment 1 day before and 1 hour before actual meeting)

No: Ok, thank you for your time, have a good night.

INFO NEEDED FOR LEAD NUTURING PROGRAM.

1. need to get email (must confirm)
2. need to get phone (must confirm)
3. need to get address (must confirm)

When conducting telemarketing calls for Home Rsalty USA, you must first arrange to work with an agent, this has to be at the direction of Andrea or Jason. You must have the ability to transfer calls to that agent and he must be available and ready to take on those calls. Your job isn't to speak to the buyers or potential buyers about anything important, it is soley your job to transfer that lead to an agent for the qualification purposes.

1 before staring the calls practice transferring a call to the agent to ensure the lines are open and working properly.

2. have script ready and waiting to ensure no waited time on the phones.

CHAT LINE SCRIPT

Hi, My name is Les welcome to our website, I am here to guide you and help you out. Do you have any questions about our site.

Good _____ (specify time of the day), welcome to our website! I am Les and I will be here should you need any assistance on just about anything you find on our website. Feel free to chat back ok?

Script to get them into the office: below

Please note (this can work for a call and or chatline.)

Client: I'm just looking right now.

Agent: Perfect, please keep using the website, it's a great resource to look at all the homes in San Diego. I see you have been on the website a few times. Have you found it useful so far?

Client: Yes

Great! Have you heard about "our inner circle"?

Client: No? what is it?

Agent: It's exclusively for our preferred buyers and it includes a few things that can REALLY help you out.

It includes:

- 1) Free Home Market Analysis – detailing the neighborhoods you are looking at
- 2) Free Credit Report- and full loan approval
- 3) And best of all a choice of a Free Flat Screen TV, Washer & Dryer, or a Refrigerator

It is a limited membership, with a first come, first served basis. Would this be something that you would be interested in?

Client: Yes, please sign me up.

Agent: I would be happy to! Let me check my schedule – what time can you come by the office?

Reviews

This part of the manual is created so that you understand how to conduct follow up calls with our escrows and ask for reviews in Zillow at the same time you complete a quality assurance process for Home Realty USA

contact each buyers agent at Home Realty USA, ask them to provide you with the open escrows they have for the week. each new open escrow you need to complete the following.

1. obtain the buyers phone info and call the buyer follow the below script and turn that info over to Jason and Andrea and agent.

Script # 1 Hi this is Nina from HOME Realty Usa, I work with (agent's name) I am calling to ask you a few questions about your experience with Home Realty USA, this will only take 30 seconds and I would really appreciate your help. (**wait for response**)

1) were you satisfied with the service of (agent's name) record answer....

2) How did you meet (agents' name) record answer.....

3) would you recommend (agent's name) to your friends and family? (record answer....)

4) do you know anyone who is looking for a home and could use (agent's name) help....(record answer)

the last question I have for you is to request your help, we have an account on Yelp and on Zillow, I am sending you a link to go online and review us, the brokerage and the agent, this will help get the word out to other people about the quality service we provide, can you help us out and complete a review, once the review is completed you are automatically sent a 5 dollar Starbucks gift card that sounds pretty great for 5 min of your time right? (send link)

This task needs to be completed for each buyer no closing bonuses will be released to any VA until this step has been completed, if the file closes without this step being completed the bonus is forfeited.

You must maintain a spreadsheet of this info for quick reference, we can later scrub this list against our reviews to follow up with the buyers if they haven't left a review for us. You must call the buyers 3 times each attempt if they do not answer and your goal is to connect with them before close of escrow occurs. The spreadsheet must be sent to jramsey@hlrusa.com every Friday

_____ I have read and agree

Hi, Just saw that you registered at our website: Locate San Diego Real Estate.com and I wanted to welcome you straight away. I'm currently working on a list of what I consider "hot properties". This list includes motivated sellers, bank-owned properties, short sales, and foreclosures. I'm reserving this list for clients that are interested in viewing homes this week, as these properties will go fast. What time this week would work for you to view properties.

Step 1: Call the NEW Leads Entered in BT 2 mins after they have registered on the Site.E

Send Welcome Email:

If reached leads Voicemail Please use the Script below:

“Hi! This is (Rochelle),I just wanted to welcome you to Home Realty USA, you contacted us online looking at (Property Address) and I wanted to schedule a time for you to see this property and two others in the same area with similar pricing. I’ll send you an email with this info, but please call me back, as these other 2 properties are great deals and will be sold quickly. I hope to hear from you soon.” Leave a call back number.

Step 2: 1 day after they register (if lead was not contacted) Email follow up:

Good {TimeOfDay} {VisitorFirstName},

This is {AgentFirstName} {AgentLastName} with {CompanyName}. Thank you for signing up to search for homes at {CompanyWebsite}.

Do you have any questions about the site or are there any houses you want more information on? Just so you know, our site includes every property listed for sale in Middle Tennessee, so you can use it as your one stop shop for home searching and feel confident that you aren't missing out on any listed properties.

You can contact me directly on my cell phone at {AgentMobilePhone} or via e-mail at {AgentEmail}. Thanks and I look forward to speaking to you soon!

Best,
{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor
Ramsey Real Estate Group Direct: {AgentMobilePhone} E-mail: {AgentEmail}

Search Every Property Listed For Sale in Sacramento: www.ramseyrealestategroup.com

Step 3: 2 Days After Lead have registered on Boomtown Make Follow up Call and send Email

If lead have a Valid Phone number or not: Templates below:

If NO!

If Yes!

Hi {VisitorFirstName},

I haven't been able to reach you at the number included when you signed up on our site. Are you available to connect over the next few days to discuss the types of properties you are interested in? There are some amazing deals on the market right now and I wouldn't want you to miss out!

If you have any questions, I am here to help. I look forward to hearing from you soon.

Best,

{AgentFirstName}

Realtor: Ramsey Real Estate Group

Direct: {AgentMobilePhone} E-mail: {AgentEmail}

Search Every Property Listed For Sale in

Sacramento: www.ramseyrealestategroup.com

Hi {VisitorFirstName},

I haven't been able to reach you at the number included when you signed up on our site. Are you available to connect over the next few days to discuss the types of properties you are interested in? There are some amazing deals on the market right now and I wouldn't want you to miss out! If you have any questions, I am here to help. I look forward to hearing from you soon.

Best,

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Ramsey Real Estate Group

Direct: {AgentMobilePhone} E-mail: {AgentEmail}

Search Every Property Listed For Sale in

Sacramento: www.ramseyrealestategroup.com

Alerts set up or not:

If lead

have E

Hi {VisitorFirstName},

I just wanted to send a quick note to see if you were finding [{CompanyWebsite}](#) helpful in your home search. We set up all of our visitors to receive listing updates for properties that match your specific search criteria, so you ONLY get notified if new properties come on the market or when the price is reduced on properties you are interested in. Please look for these to come and let me know if you need me to make any adjustments. I look forward to hearing from you soon.

Best, {Agents Name}

Hi {VisitorFirstName},

I just wanted to send a quick note to see if you were receiving my listing email updates. I know that sometimes they get sent straight to spam so I wanted to make sure they were being delivered to your inbox. Please let me know if I need to make any adjustments in the properties I'm sending to you. I look forward to hearing from you soon.

Best,

Step 4: Day 3-Skip on Calling and leaving Voicemail messages but send the Email template below: Include a link from the leads base the Link Searches.

Hi {VisitorFirstName},

I hope you are having a great {DayOfWeek}. I created a list of the best priced properties in the area based on what you've been searching for to date. These properties include motivated sellers, bank owned houses, short sales and foreclosures.

If you are interested in this information, please e-mail me or call me today and I will send it right over. I specialize in finding great deals for discerning Buyers.

Best,

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Home Realty USA

Direct: {AgentMobilePhone}

E-mail: {AgentEmail}

Search Every Property Listed For Sale in Sacramento: www.ramseyrealestategroup.com

Step 5: Day 4- Call and follow up Leads Leave Voicemail Message and send email Template below if there is still no Answer:

Hi there {VisitorFirstName},

Just a short note to see how you liked the properties I have been sending you.

Please send feedback so I can edit the search parameters in case we are not hitting the mark with the listings we are sending.

I will be in touch. Have a great day!

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Ramsey Real Estate Group

Direct: {AgentMobilePhone}

E-mail: {AgentEmail}

Search Every Property Listed For Sale in Sacramento: www.ramseyrealestategroup.com

Step 6: Day 5- Send Email follow up if still no answer or response from the previous day: (Try calling the Lead.)

{VisitorFirstName},

Hi! Just wanted to send a quick note from www.Locatesandiegorealestate.com to make sure that you are receiving our listing updates. We know they go to SPAM sometimes, and I wanted to make sure they were being delivered correctly. I look forward to hearing from you soon!

Best Regards,

Agents name

Step 7: Day Six - (No Follow up or Phone Call)

Step 8: Day 7 – Call the Lead and Leave Voicemail also send the Email follow up Below:

Hi {VisitorFirstName},

I've sent you several e-mails but haven't heard anything back. Are you receiving the information I've been sending? I don't want to waste your time, so please let me know if it is not what you are looking for.

Best,

{AgentFirstName} {AgentLastName}

Home Realty USA

Direct: {AgentMobilePhone}

E-mail: {AgentEmail}

Search Every Property Listed For Sale in San Diego at www.locatesandiegorealestate.com

Step 9: Day 8 - Send this Free Home Inspection Offer Email to the Lead:

{VisitorFirstName},

My boss just gave me two free home inspection certificates that I can give out 'this week' to two separate buyers that are interested in viewing homes on this Saturday or Sunday. This is a huge savings that doesn't happen very often. Are you available this weekend?

I Hope to hear from you soon.

Best,

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Home Realty USA

Direct: {AgentMobilePhone}

E-mail: {AgentEmail}

Search Every Property Listed For Sale in San Diego at www.locatesandiegorealestate.com

Step 10: Day 9 – Call Lead and send this “Are you selling too? No Cost Evaluation of Your Current Home's Value! Email follow up/offer”

Hello {VisitorFirstName},

Do you need to sell a property prior to moving? Our team offers a no cost evaluation of your home's value and some amazing savings if you do decide to sell using our services. Call me directly on my cell phone {AgentMobilePhone} or send me an e-mail at {AgentEmail} if you would like more information.

I hope your search is going well and you are getting what you need from {CompanyWebsite}!

Best,

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Home Realty USA

Direct: {AgentMobilePhone}

E-mail: {AgentEmail}

Search Every Property Listed For Sale in San Diego at www.locatesandiegorealestate.com

Step 11: Day 10 - Do not Call the Lead Send Email Follow up: "Should we Continue Email follow up"

{VisitorFirstName} --

Hi! I've been sending you listings to look at from www.Locatesandiegorealestate.com , but I haven't heard from you in a while. I don't want to clog up your email with unwanted material, so just let me know if you want me to continue sending the properties to look at or if I can assist you in any way. Thanks for using our website--hope it is helping your search!

Sincerely,

{AgentFirstName} {AgentLastName}

Step 12: Day -12 wait one day before Sending the Final Follow up Email: (Try calling lead one last time if Number is Valid)

Hi {VisitorFirstName},

I've been e-mailing you regularly over the last two weeks and I haven't heard anything. Normally that means one of three things...

1) You are receiving the information and are using the site, but haven't had time to update me on what you are looking for. If this is you, please let me know when you plan to make your next purchase and how we can best serve you during the home search process.

2) You are not planning to buy or sell a home and just want to casually browse for listings. If this is you, please let me know so I don't continue to follow up or clog your e-mail with unwanted information.

3) You've fallen and you can't get up. If this is you, let me know ASAP so I can send help :)

Thanks!

{AgentFirstName}

{AgentFirstName} {AgentLastName}, Realtor

Home Realty USA

- At this Point we can Move the Lead to WATCH status or TRASH if lead still have no response after all the Follow ups made.
- Tracker will be Created that will be submitted every Friday to track the Leads Progress and Status.
- If Lead has been assigned to one of our BA's, follow up at least once a week for the Progress.
- Make sure to track every Listing lead that's being Added to Boomtown.
- For Leads that needs time about 3-6 months period, before they can buy a Property Change Status to NURTURE and make sure to Set up to do List for Leads follow up.

Things to remember: Internet lead generation is another form of long-term investing. If you are not disciplined enough to email and call leads systematically over a 2–24 month time period, you will never realize your true return on investment.

This process might seem tedious because it is—but leads cost money, plain and simple. The lower your conversion rates are, the lower your margin and the higher your cost per transaction. As we have learned from the book SHIFT, now is the time that we must focus on reducing our expenses, increasing our lead conversion ratios, and capturing more people in our Web.

RREDC SmartDRip plan for Watch Leads

Step 1- Wait TWO weeks after the 12 day Plan for NEW Leads:

Send Email Below:

*Subject:Checking in
Good {TimeOfDay} {VisitorFirstName},*

I wanted to send a quick note checking to see if I need to put you on my calendar over the next few months for showings. I want to make sure that I have scheduled time well in advance if you are thinking about a property search. I hope you are doing well, and I look forward to hearing from you.

Best Regards,

{AgentSignature}

Step 2- Day 44 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

*Subject:Continue sending listings?
{VisitorFirstName},*

I've been sending you listings to look at from loactesandiegorealestate.com, but I haven't heard back from you yet. I don't want to clog up your email with unwanted material, so just let me know if you want me to continue sending the listing updates, or if I can assist you in any way. Thanks for using our website-- hope it is helping your search!

Sincerely,

{AgentSignature}

Step 3- Day 74 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Listing tour San Diego

Good {TimeOfDay} {VisitorFirstName},

Hope things are going well. My company has gotten quite a few new listings in the last 30 days, we are organizing a listing tour and wanted to know if you would be interested, if so reply to this email to reserve your spot.

Thanks,

{AgentSignature}

Step 4- Day 104 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Checking in 2

Good {TimeOfDay} {VisitorFirstName},

Just wanted to check in to see if anything looked appealing on the site recently? I also wanted to make sure that the listing updates I am sending still meet your search criteria- I know things change along the way. Please let me know if there are any changes I should make!

Best Regards,

{AgentSignature}

Step 5- Day 134 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject: Set up showings?

Good {TimeOfDay} {VisitorFirstName},

Do I need to put you on my calendar over the next few months for showings? I want to make sure that I have scheduled time well in advance if you are thinking about starting the housing search. I hope you are doing well, and I look forward to hearing from you.

Best Regards,

{AgentSignature}

Step 6- Day 164 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject: Listing updates

Good {TimeOfDay} {VisitorFirstName},

I just wanted to check in with you to make sure the listings I am sending still meet your search criteria. I know things change along the way, so I wanted to make sure. Please let me know if there are any changes I should make, and I hope all is well.

Best Regards,

{AgentSignature}

Step 7- Day 194 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:One quick question

Good {TimeOfDay} {VisitorFirstName},

Just wondered if you are still interested in buying property in the Charleston area?

Regards,

{AgrntSignature}

Step 8- Day 224 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Your timeline

Good {TimeOfDay} {VisitorFirstName},

You have been active on our site for a while, so I thought I would check on your timeline. Are you waiting on another property to sell?

{AgentSignature}

Step 9- Day 254 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:How's the search?

Hi {VisitorFirstName},

How's the search going?

{AgentSignature}

Step 10- Day 284 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Revising your search

Good {TimeOfDay} {VisitorFirstName},

How are you? I wanted to get in touch because you have been coming to our website locatesandiegorealestate.com for quite some time, and I wanted to personally thank you. Please let me know if you'd like me to revise your search criteria so that you'll only receive listings that work for you. Did you know saving favorites really helps me understand what features you like in a home? Then, when you're ready to start house-hunting, I will be able to save you a lot of valuable time.

Best Regards,

{AgentSignature}

Step 11- Day 314 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Schedule a showing?

Good {TimeofDay},

I just wanted to send a quick note to see if you would like to schedule a time to take a look at some property? I hope you are well and look forward to hearing from you.

Best Regards,

{AgentSignature}

Step 11- Day 344 Plan- Wait a month after sending the Email follow up Above:

Send Email Below:

Subject:Should I continue sending listings?

{VisitorFirstName},

I hope you are doing well. Should I continue sending listing updates?

Best Regards,

{AgentSignature}

After sending the Final Email Automatically move the LEAD from WATCH to ARCHIVED Category:

Home Realty USA Chat Line Procedures.