

Potential Buyer Lead Conversation

Potential Sources:

- Facebook Ads

Action

- Call and Text
 - if they don't answer the first day, call the next day
- Add to Facebook Smartplan
 - Add to "10 days of gain" SmartPlan if they do not answer your calls.
- Attempt a minimum of 5 times calling and texting in a 10 day period (10 days of gain)
- Add to opportunities if they are looking to do something within next 4-12 months as Cultivate and follow up monthly using tasks to not forget or lose them.

Conversation:

Hi this is [introduce yourself]; thanks for taking my call! I see you were looking at homes online; that's exciting! What has you thinking about making a move?

Opening the conversation:

1. Your name
2. Mention their name
3. Thank you for taking my call
4. Reference source
5. Open ended question: What has you thinking about making a move?

MCAT

Use MCAT to guide your conversations:

Motivation - What has you thinking about making a move?

Criteria - What are they looking for when they do buy and why?

Ability - How are you looking to pay for your new home, will you need financing?

- If yes, connect them with a Lender within 24 hours (connect with Dan or Hunter from Primary Residential Mortgage or Patrick from Direct Mortgage Loans) so they learn what their buying power is for when they are ready.
- Provide them with the lender info but then text the lender to reach out

Timeframe - When do you want to be in your new house?