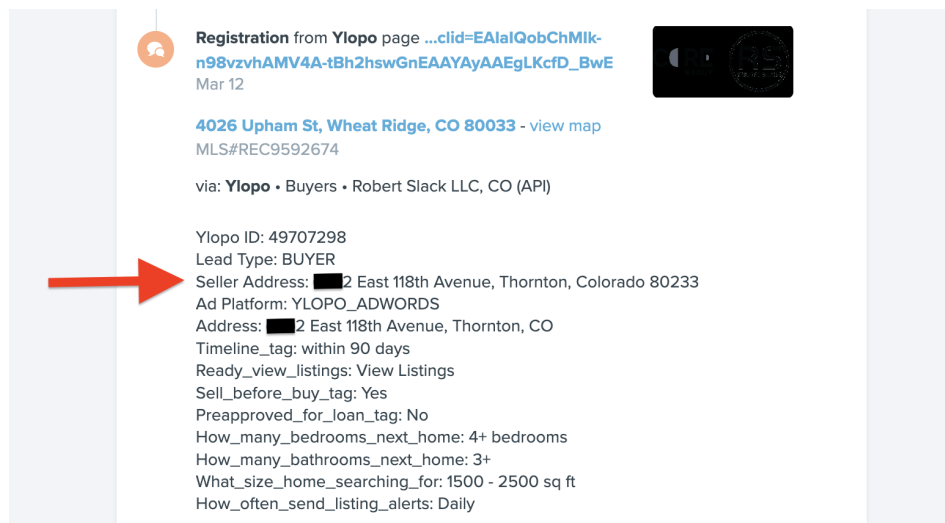


Ylopo Cash Offer SOP

Day 1

- ☐ Lead is created in FUB/CRM
- ☐ Ylopo automatically creates address in the address field in FUB and applies the tag: YLOPO_CASH_OFFER
- ☐ If address fails to load to address field, copy and paste from the registration form in FUB into the address section of Lead Details



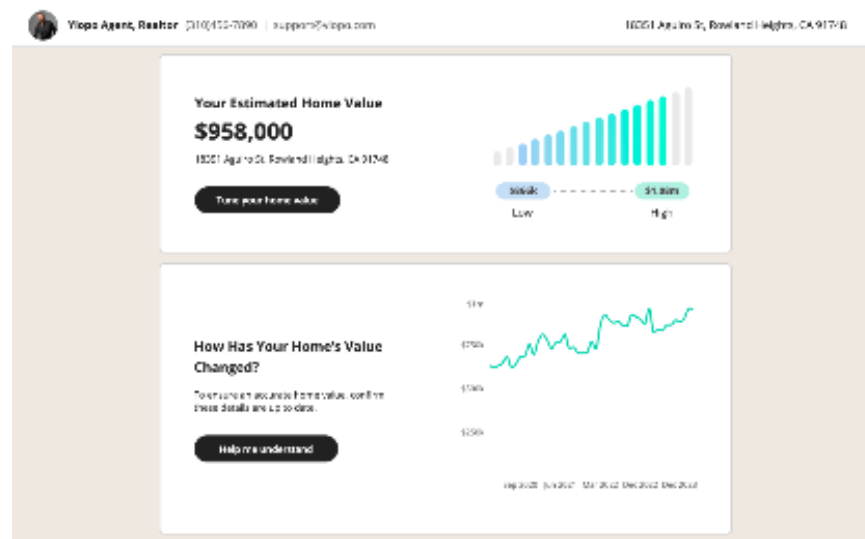
Registration from Ylopo page ...clid=EA1aIQobChMik-n98vzv4AMV4A-tBh2hswGnEAAyAAEgLKcfD_BwE
Mar 12

4026 Upham St, Wheat Ridge, CO 80033 - view map
MLS#REC9592674

via: Ylopo • Buyers • Robert Slack LLC, CO (API)

Ylopo ID: 49707298
Lead Type: BUYER
Seller Address: 4026 East 118th Avenue, Thornton, Colorado 80233
Ad Platform: YLOPO_ADWORDS
Address: 4026 East 118th Avenue, Thornton, CO
Timeline_tag: within 90 days
Ready_view_listings: View Listings
Sell_before_buy_tag: Yes
Preapproved_for_loan_tag: No
How_many_bedrooms_next_home: 4+ bedrooms
How_many_bathrooms_next_home: 3+
What_size_home_searching_for: 1500 - 2500 sq ft
How_often_send_listing_alerts: Daily

- ☐ Call immediately referencing any notes/details obtained through registration notes to know their story. Use specific Cash Offer scripts. If you don't have any feel free to use [Ylopo Cash Offer Script](#) **If there's no answer DO NOT LEAVE A VM.**
- ☐ Ylopo will usually [Create a Seller Alert](#) (biweekly) automatically. **If not, create one manually.** Some addresses don't sync and trigger automatically.



- ☐ No Answer, send Text using Cash Offer Push Listing Template in FUB

☐ Template	Score	Replies	Opt Outs	Sent	Actions
☐ Ylopo Push Listing Hi Contact First Name. It appears we tried calling you at a bad time. We were reaching out because we thought you wanted to know abo...	Needs Review	(0)	3% (6%)	2% (2%)	429 (898)

- Hi %contact_first_name%. It appears we tried calling you at a bad time. We were reaching out because we thought you wanted to know about the options we offer to homeowners. Options like Cash Offers and/or full retail marketing. When is a better time to talk?

In the meantime, here is a link to homes near yours currently on the market.

Textable Link

- ☐ Upload to Zoodealio to see if home qualifies for Cash Offer

The screenshot displays the Zoodealio interface for a property at 1534 S. Main St., Gilbert, AZ 85295. It features a 'Provide REALVALUE™ Estimations' section with a 78% boost in value from \$727,000 to \$742,000. Below this, there are four main offer options: 'Cash Offer' (\$728,000), 'Cash + Offer' (\$734,000), 'List On The Market' (\$740,000), and 'Sell Now, Move Later'. Each option includes a 'View Offer Details' button. A 'Capture Multiple Cash Offers' callout is present over the first two options, and a 'Flexible Options' callout is over the 'Sell Now, Move Later' option.

- ☐ Zoodealio Overview and Tutorials:
 - [How to submit address for offer](#) in Zoodealio
 - [Zoodealio Tutorials](#)

Day 2

- ☐ Call Use specific Cash Offer scripts. If you don't have any feel free to use [Ylopo Cash Offer Script](#)

Leave voicemail: Hi Name, This is Agent Name with Brokerage/Team Name. I was calling in regards to your interest in a possible cash offer on the home at Address. I have received an offer (multiple offers if applicable) from one of our partner(s). Please give me a call back or shoot me a text at this number to discuss. I'm also going to send you a list of our additional buyers in our database that may have interest in the home. Have a great rest of your day.

- ☐ Email lead using the Seller Heat Map Template:

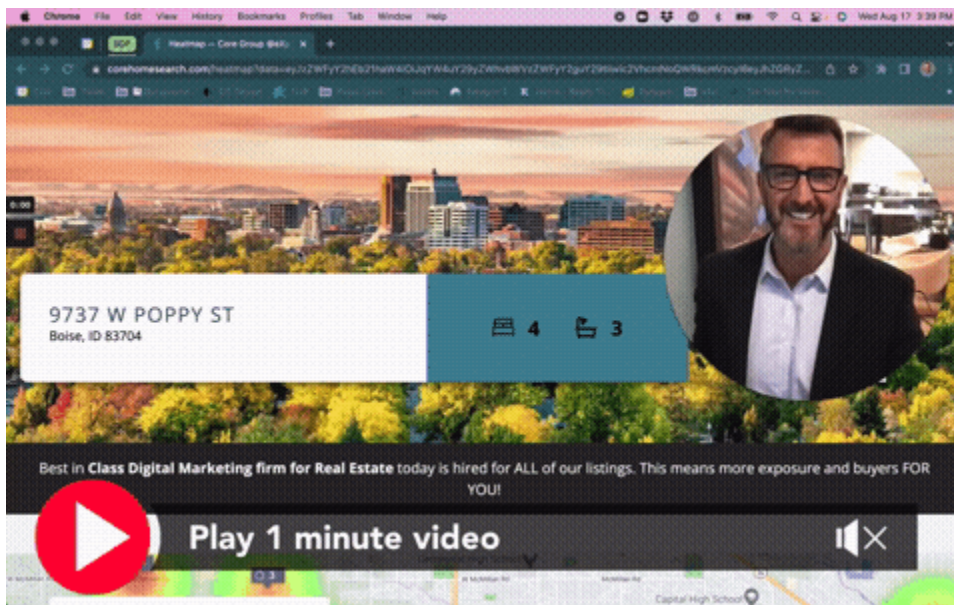
Gabe's Seller Heat Map Template:

%contact_first_name%,

As you've probably heard, the real estate market is going through a shift-to a more balanced market. We know that you may not be thinking about selling right away, but we do have many buyers in our database who are looking for a home like yours.

You've probably heard this before. Does anyone actually show you? We do!

Here's an example. Please let us know if you'd like us to pull a report for YOUR property.



- [Bombbomb link to Gabes Video](#) (For Example)
 - If lead respond to the email you sent, reply using Seller Heatmap Template in FUB (Do not forget to link the heatmap link to the photo)
- ☐ Call to set an appointment for a walkthrough to PRESENT cash offer. If you get the voicemail leave them one back, letting them know you received the request and that you'd like to discuss to create a custom heatmap and schedule a time to discuss the different options available to them.

Day 3

- ☐ Call: **DO NOT LEAVE A MESSAGE.**
- ☐ Email Flipping book. <https://online.flippingbook.com/view/231062762/>
If you do not have a flipping book, you can send **Market Trends Report.**
- ☐ Check if the lead has opened the email or replied to the email and call them to set an appointment. If you get the voicemail again, **DO NOT LEAVE A MESSAGE.**

- ☐ Add the action plan "Ylopo Cash Offer Agent Legend Campaign"

 Ylopo Cash Offer: Agent Legend Nurture

Day 4

- ☐ Call: **DO NOT LEAVE A MESSAGE.**
- ☐ Text

Hi %contact_first_name%! We tried reaching out in the past few days about seeing what your property value would be on the market and potentially getting a cash offer. I'm just curious, have you already sold the property, or were you still interested in a potential offer? - %sender_first_name% @ Brokerage/Team Name

Day 5

- ☐ Call x1

Day 6

- ☐ Call x1

Day 7

- ☐ Call x1, **If no response, change to Nurture stage and trigger your Long-term Nurture campaign via Automation.**

SAMPLE SCRIPTS:

Zoodealio:

"Most people are curious about the cash offers and go on to list their home on the open market first. The good news is that if you list with me, we always have the cash offer to fall back on."

Step-by-Step Guide:

Initiate Contact:

Upon receiving a new lead seeking a cash offer on their home, send a text message to introduce yourself and inquire about a suitable time for a call.

Example: "Hi [Lead's Name], I'm Chris with Keller Williams. I'm sure you aren't ready to move right away, but I do specialize in easy cash offers options. When would be a good time for us to connect and discuss your needs?"

Schedule Call:

If the lead responds to your text, promptly schedule a call at the agreed-upon time.

Example: "Great! How about we connect tomorrow at 3:00 PM?"

Follow-up Call:

If the lead does not respond to your initial text, follow up with a call within an hour or the next day if the lead came in after hours. Keep calling and texting every day or two until you get a response

Example: "Hi [Lead's Name], I tried reaching out earlier. Is this a good time for a quick chat?"

Establish Rapport and Understand Needs:

Begin the call with empathy, expressing your willingness to help.

Example: "Hi [Lead's Name], thanks for taking the time to speak with me. Can you give me an idea of how I can assist you?"

Engage in a conversation to understand the client's motivations for seeking a cash offer on their home.

Explore Future Plans:

Transition the conversation to inquire about the client's future plans once they're ready to sell.

Example: "When you're ready to sell, do you have a plan for where you'll be going next?"

Gather Property Information:

Prompt the lead to provide all relevant details about the property.

Take thorough notes during this phase to ensure comprehensive understanding.

Example: "Could you tell me everything you think I should know about your home?"

Confirm Next Steps:

Once you have gathered sufficient information, express your intent to prepare an offer.

Example: "Okay, I think I have enough to get started. I'll work on pulling the numbers together, which might take a day or two. Would it be possible for us to meet at your home to go over the details?"

Schedule In-Person Meeting:

Propose a meeting to present your offer in person, emphasizing no pressure to accept.

Example: "We can discuss the offer in person, and you can decide what works best for you. How does that sound?"