

## Follow-Up System for an Online Property Inquiry

### Day 1: Immediate Response

- **Call:** Within 5-10 minutes of the inquiry, call the lead to acknowledge their interest. Even if you don't reach them, leave a voicemail.
- **Text:** Send a brief, friendly text message right after the call attempt. "Hi (name), I see you have requested some additional information on (property address) and would love to answer any questions you may have or schedule you to tour the home. I'm available to talk now or let me know if there is a better time to connect? (Your Name)"
- **Email 1: Initial Response (Sent Immediately After Inquiry)**

**Subject:** Thanks for Your Interest in [Property Address]!

Hi [Lead's Name],

Thank you for your inquiry about [Property Address]! I'm excited to help you find your dream home. This property has some great features, and I'd be happy to provide you with more details.

Would you like to schedule a tour, or do you have any specific questions about this property? Feel free to reply here, or give me a call at [Your Phone Number] — I'm happy to assist you!

Looking forward to helping you on your home search!

Best regards,  
[Your Name]  
[Your Contact Info]

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### Day 2: Follow-Up Call (24-48 hours later)

- **Call:** Follow up with a second call to ensure they received your previous communication. If they didn't answer, leave another voicemail or send a text.
- **Text:** Send a text or a short message reminding them of your last conversation and asking if they have any questions or need further details or if they would like to tour the home. "Hi (Name), just checking in to see if you got my previous message regarding your interest in (Property Address). Are you available to schedule an appointment to tour the home this week"? (Your Name)
- **Email 2:** Send an email that includes additional property details, similar properties, or relevant market information. Personalize it to their needs (e.g., neighborhood, budget, etc.).

**Subject:** Thanks for Inquiring About [Property Address] — Let's Get Started!

Hi [Lead's Name],

Thank you for your interest in [Property Address]! I'm excited to help you explore this property and find the perfect fit for your needs.

I wanted to provide you with some additional details about the property:

- [Feature 1]
- [Feature 2]
- [Feature 3]

If you're available, I'd love to set up a private tour to give you a firsthand look at the home. Feel free to reply to this email or give me a call at [Your Phone Number] to schedule a convenient time for you.

Looking forward to connecting with you!

Best regards,

[Your Name]

[Your Contact Info]

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### **Day 3: Call, Text, and Email**

- **Call:** A brief check-in call to see if they are still interested or have any questions.
- **Text:** A quick text offering more help or information, such as scheduling a showing. "Hi (Name). Did you receive the additional information I sent you on additional properties in the area? Let's set a time to explore these options! What time is best for you to jump on a quick call to discuss?"
- **Email:** Send an email with value-added content like a local market report, home buying tips, or a mortgage calculator, reinforcing your knowledge of the area and being a resource. Include a CTA to schedule a call or viewing.

**Subject:** More Information on [Property Address] and Similar Listings

Hi [Lead's Name],

I hope you're doing well! I wanted to follow up on your inquiry about [Property Address]. I understand that finding the right home is important, and I'd love to provide you with additional information.

Here are some other similar properties that might interest you: *(You can download links from MLS of similar homes in the neighborhood)*

- [Property 1]
- [Property 2]
- [Property 3]

If you'd like to explore any of these options or get more details, please don't hesitate to reach out. I'm here to help with any questions you may have!

Best regards,  
[Your Name]  
[Your Contact Info]

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#### Day 4: Email

**Subject:** How Can I Help with Your Home Search?

Hi [Lead's Name],

I just wanted to check in and see how things are going with your home search. Are there any specific features you're looking for in a property? I'd love to help you narrow down your options and find a home that meets your needs.

If you're still interested in [Property Address], we could arrange a private showing at a time that works for you. Or if there are other properties you'd like to explore, I can send you some recommendations.

Feel free to reply to this email, and I'll be happy to assist in any way I can.

Best regards,  
[Your Name]  
[Your Contact Info]

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#### Day 5: Call, Text, Email

- **Call:** Make a call if the lead has not yet responded. If they're not available, leave a voicemail and offer to answer any questions.
- **Text: Create Urgency**  
Hi [Lead's Name], I wanted to let you know that homes in this area are moving fast, and [Property Address] is getting a lot of interest. If you'd like to see it before it's gone, I'm available [insert availability]. Let me know if you'd like to schedule a tour! 🕒
- **Email:** Urgency and Limited Availability

**Subject:** Don't Miss Out on [Property Address] — Schedule Your Viewing Today!

Hi [Lead's Name],

I wanted to make sure you don't miss out on [Property Address]. It's been receiving a lot of attention, and homes in this area are moving fast. If this is a property you're considering, I'd recommend scheduling a tour soon.

I'm available [provide availability], so let me know if any of these times work for you, and I'll reserve your spot for a private viewing.

Don't wait too long—homes like this are in high demand!

Best regards,  
[Your Name]  
[Your Contact Info]

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## Day 6: Email

Hi [Lead's Name],

I wanted to share some resources that might help you as you continue your home search:

- **Local Market Report:** Here's an overview of what's happening in the [Neighborhood] real estate market.
- **Mortgage Calculator:** You can get a better idea of what your payments might look like with this tool.
- **Home Buying Tips:** A few key tips to consider when purchasing your next home.

I'd be happy to discuss any of these details further or schedule a time to see some homes. Let me know if you have any questions!

Best,  
[Your Name]  
[Your Contact Info]

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## Day 7: Call, Text, Email

- **Call:** Make a call if the lead has not yet responded. If they're not available, leave a voicemail and offer to answer any questions.
- **Text: Final Call To Action**  
Hi [Lead's Name], I wanted to reach out one last time regarding [Property Address]. If you're still interested, I'd be happy to arrange a viewing. If not, let me know what you're looking for, and I can send over some other options. I'm here to help! 😊

**Email: Subject:** Still Interested in [Property Address]? Let's Set Up a Tour!

Hi [Lead's Name],

I just wanted to send a quick note to see if you're still interested in [Property Address]. I'd love to help you schedule a tour or answer any questions you might have about the property.

If this home isn't quite right for you, I can send you other similar properties that may meet your needs. Let me know how I can help!

I'm here for you whenever you're ready to take the next step in your home search.

Looking forward to hearing from you soon!

Best,  
[Your Name]  
[Your Contact Info]

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## Additional Tips for Effective Follow-Up:

1. **Personalization:** Tailor your messages based on the lead's preferences (budget, area, type of property, etc.). This makes them feel more valued.
2. **Timing:** If possible, adjust your calls and emails based on when the lead was most active (if you know when they last browsed the site or inquired).
3. **Clear Call-to-Action:** Always include a clear CTA in your emails or texts, whether it's scheduling a call, a showing, or answering questions.
4. **CRM Tools:** Use a CRM tool to track when and how often you've contacted a lead, so you can stay organized and follow up at the right times.

By providing consistent, helpful follow-ups in a variety of formats (calls, emails, and texts), you can build rapport with the lead and increase your chances of converting them into a client.