

[Here is the recording](#) from Today's Call

**Goal:**

There are people in our database who may be planning a move and have no idea that connecting with a realtor early in the process can actually benefit them at all!

In today's training, our goal is to share that

We are working on the same formula that we have been using for the last two months. Namely, finding a message and pairing that with a relevant audience for that message.

From there, we are creating an email blast to send out to that particular list of people. Finally, we are going to follow up with a text script opener. (NOTE: This can also be used as Video Message, text memo or phone script)

**Message:**

Getting a 24 hour head start for home's hitting the market is essential for those looking for their next home.

**Audience:**

Magic Million:

Chunky Middle:

This is a top of funnel campaign (marketing leads) as we are looking to drum up as many conversations and activities as possible.

**Email Blast #1:**

**Subject Line:**

Want a 24 hour head start?

**Body:**

Here is a scenario that I have seen played out over the years.

A **GREAT** home that is priced right, in a desirable location is going to get a lot of interest.

Buyer's collective interest is piqued. However, they don't realize that the clock has ALREADY been ticking even though the "Just Listed" email hit their inbox that morning.

### **Having a Head Start:**

There are other buyer's who have had access to this home for a whole day. This leaves them with enough time to put together a very strong offer.

Strong enough that a "ready to move on" anxious seller is happy to take.

*Where does this leave the rest of us?*

Anxiously waiting for another "good one" to hit the market.

### **Moving this Year?**

If you are moving this year, email us back with the exact type home you are looking for (price, location and features) and we can set you up with 24 hour early access to these homes once before the rest.

Can't wait to help!

### **Audience:**

Past Clients:

If you haven't sent a "who do you know" email? to past clients or sphere, this can be a very effective way of getting referrals.

### **Email Blast #2:**

#### **Subject Line:**

Who do you know that would like a 24 hour head start?

#### **Body:**

*Hi first name,*

*I hope you are having a great 2023 so far!*

*This month, I am reaching out to my clients to see if I could help their friends and family get a “24 hour head start” on the rest of the market.*

*I am able to get access to new listings before they hit the market & share all the details with them 24 hours before the home hits the market.*

*Believe it or not, this time can prove to be massively important in actually getting the house as a potential buyer can get a head start vs. the competition.*

*Who do you know that is moving this year that could benefit these emails?*

**Step 3:**

See who has opened the email and text them the following message. (100% make tweaks if you like)

**Text 1:**

*Hi FIRST NAME,*

*It's Bobby from XYZ HOMES. I just emailed now about getting 24 hour early access to new listings here in South Boston (before everyone else sees them on Zillow). These are great for people who are researching the market or have had thoughts about moving.*

*Would you like me to send these your way?*

*\*\* If the reply yes or SURE.....*

**Text 2:**

Great! I just need a few basic details about what you'd like to see. Do you prefer to text or chat on the phone?

**Social Media Story Style Post/Script:**

*Having a headstart can often get you to the finish line in the world of real estate.*

*Here's why:*

*When an amazing house comes on the market (priced right and in a desirable location) it's bound to get tons of attention.*

*However, there are some buyer's who had gotten alerted of great homes a full 24 hours prior to the rest of the marketplace.*

*Think 24 hours isn't a big deal? Think Again.*

*With a seller who is looking to move out and move on to their next chapter in life, they may be happy to take the first strong offer they get.*

**Social Media Personal Post:**

*"Are you getting 24 hour early access to new listings in Boston or seeing them after they go live?"*