

Success Strategies

Likely

Qualified

Agreed

DIRECT CONTACT & FOLLOW UP

SALES AGENT

Calling

Texting

Voicemail

Drop By

Meeting

VERIFY

Mobile

Email

Address

FOLLOW UP SYSTEM

MARKETING AGENT

Email

Facebook

Landing Pages

Blog Pages

Website

Print Material

Assign Contact Record to Follow Up Channel

and List

LEAD MANAGEMENT



LEAD INTERVIEW QUESTIONS

About Purchase Property Information

Affordable Payment

Purchase Price

Purchase Area

Down Payment

Credit Information

Work Information

QUALIFY TO PURCHASE

Phone Interview

Credit Spot Check

Mortgage Application



SALES PIPELINE





MEET IN PERSON

GET

MEETING

Stop By Needs Analysis Meeting

Show a Property

Presentation

Drop In

CLIENT

Now Client **Future Client** Buyer Broker

Listing Agreement

FORECASTING

% of Winning

Sales Volume

Estimated Close Date

Estimated Revenue

VALUE

IDEAL

PROPERTY

REGISTER

ON

WEBSITE

PROPERTY CONTENT Emails

MOTIVATE TO PURCHASE

Register on Website

Review Website

Email Alerts

Schedule Showings

Visiting Properties

Writting & Accepting Offers

Facebook Posts

Landing Pages

Website Pages

Print Material

CONTENT MARKETING



CORE CONTENT

OPT-IN

Email Automation Facebook Posts

Web Pages

Direct Mail

BUYER

- 1. Deliver Ideal Property
- 2. Get a Showing
- 3. Buyer Broker Agreement

SELLER

- 1. About Presentation
- 2. Get Listing Presentation

HAVE PROPERTIES READY



Schedule Showings Show First Property

