

Nurturing and Re-Engaging Leads

How you respond to a lead, nurture them, and convert them to a closed deal is part art, part science. You may be skilled at starting the conversation, but keeping the conversation going and re-engaging leads that have gone quiet can be a challenge. Use these scripts and best practices to maintain high-value interactions with contacts and inch them closer to transacting.



Voicemail scripts

We encourage Experts to prioritize live phone calls over text or email, even if you haven't heard from a prospect in a while. If you try to reach them by phone and get their voicemail, use one of the following scripts.

Hi [contact name]! It's [your name] with [brokerage].

It's been awhile since we last connected, but I found some listings I thought may interest you, and they're going to go quickly. I have some time this weekend to show properties, so give me a call if that sounds good to you. Remember, you can reach me at [your number].

Talk to you soon. Thanks!

Hi [contact name]! It's [your name] with [brokerage].

I know you were considering buying an apartment the last time we talked. There have been some interesting changes in the market since we last spoke and I wanted to give you an update. If you're interested, I'd love to share some information and discuss the best options for you.

Give me a call back at [your number] and let's talk.



Text message scripts

After phone calls, text messages are the next best way to reach clients. Nearly 100% of text messages are read within minutes of being delivered. Use these scripts to check in and reignite the conversation.

Hi [contact name]! It's [your name] with [brokerage]. Just checking in on your apartment search. Did you have any questions? I know of some exciting new listings that I think you'll love. Can I send them your way?

Hi [contact name]! It's [your name] with [brokerage]. It's been awhile since we've talked. A lot is changing in the market, and I wanted to give you an update. You can give me a call at [your number]. Thanks!

TIP

Prioritize following up with anyone you've already met, then move on to anyone you've at least had a conversation with.



The average StreetEasy consumer closes on their home approximately one year after making their first inquiry. This underlines the importance of your long-term nurture strategy. Use the following scripts to re-engage these types of consumers.

TIP

Come from a service perspective, reference a specific component of their search, and include a call-to-action.

TIP

Keep adding value. Don't miss an opportunity to continue sending things that relate to their search. This shows your attention to detail and will help you stand apart from automated email campaigns and newsletters.

Hi [contact name], hope things are well with you! I know we chatted briefly back in [month/year] when you reached out about 130 5th Ave, and the timing was a bit off for you. Have you thought about resuming your search? I found some properties that just came on the market and thought you may have an interest in taking a look.

Hi [contact name], hope things are well with you! I know we chatted briefly back in [month/year] when you were searching for [a 2BR co-op on the Upper West Side]. I just wanted to check back in, did you find the help you were looking for?

Hi [contact name], hope things are well with you! I noticed a property that came on the market and it reminded me of your search. Would you have interest in taking a look at it?



Email scripts

Email is a great way to connect — or reconnect — with long-term or slow-moving leads. Just follow these best practices:

Personalize your emails as much as possible. Remember the **FORD** acronym — **F**amily, **O**ccupation, **R**ecreation, and **D**reams — to recall which priorities the client has identified for you in the past. Reference their answers in your follow-up emails to build rapport.

Get to the point quickly. Most people skim emails first, so it's important to keep your emails short by getting directly to the point. A shorter message lets the client know that their response can be just as quick and easy. Additionally, a brief email helps clients who view email on a mobile device.

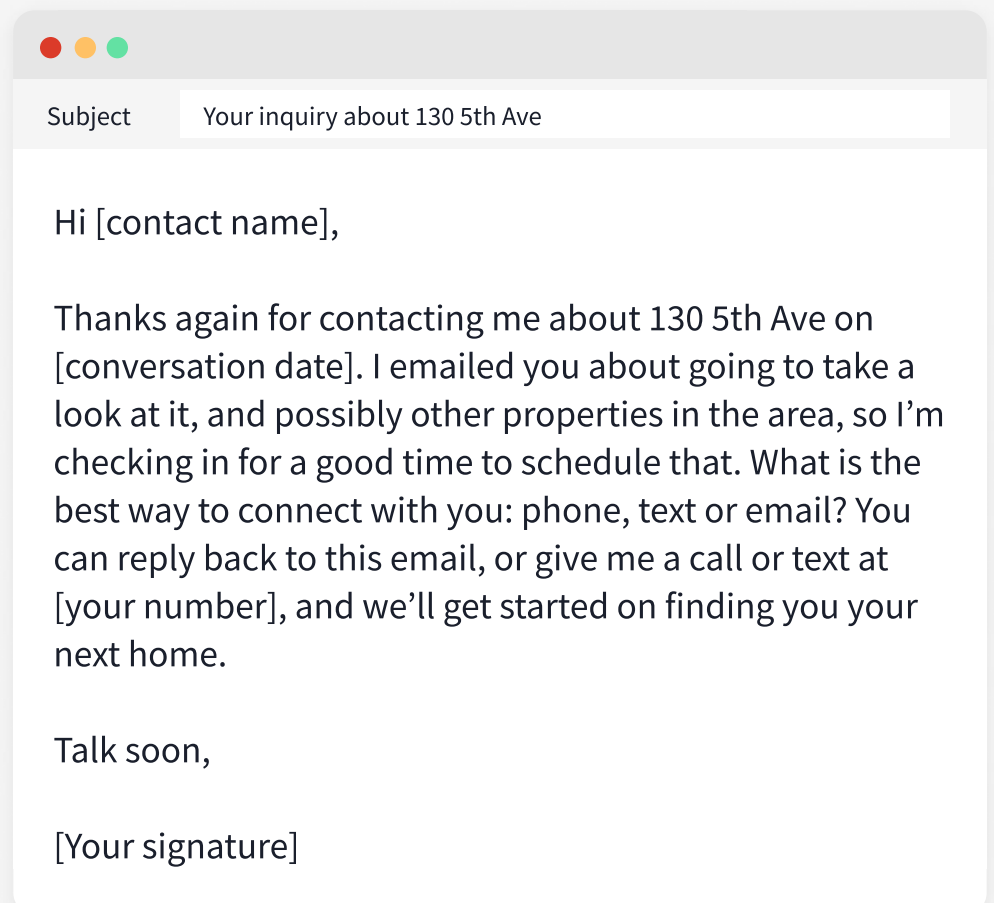
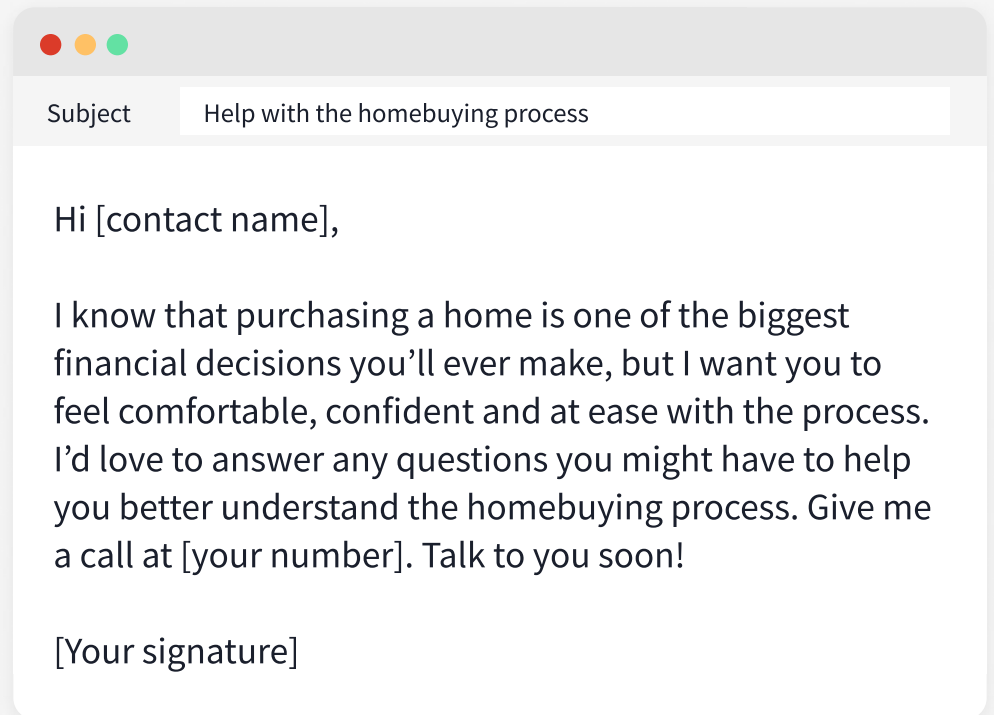
Include the next step in the process. Give clients a reason to connect with you again by letting them know the next time you're available or how you can be of service to help them move along. Making them aware of what's still needed to secure their sale or purchase will give them a reason to reach out to you again.

Provide a CTA (call to action). Make it easy for the client to respond. Include a calendar invite if you're proposing a meeting. Provide your phone number so they can respond by calling or texting you.

TIP

Not sure how much follow up is too much?
Use the 3-7-10-2 rule:

3**total touches the first day****7****total touches in the first week****10****total touches in the first month****2****touches per month after the first month**



Subject

[Your name] here with some quick questions

Hi [contact name],

Thanks again for chatting with me on [conversation date] about buying a home. I'm sure I can help you find one you'll love. I just have a couple questions to help me identify the right listings to send you:

You mentioned wanting three bedrooms — is that still the case, or are you open to something like a two bedroom with a convertible office?

Have there been any changes regarding the area you'd like to live in?

Thanks for taking a moment to reply, it'll really help me narrow down the search for your dream home!

[Your signature]