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Paid Online Lead Follow-Up Scripts

60 Phone, Email, and Text Message Scripts
for Converting Paid Online Leads

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Inquiries About a Specific Listing

Hello, is this **[first name]**?

(They respond.)

Hey, **[first name]**. My name is **[your name]**, and I'm a Realtor with **[your company]**. I just received your request from **[paid lead source]** about **[address]**. Would you like to schedule a showing, or are you looking for more information?

(If they're not ready to schedule a showing, continue with this script.)

(Answer the lead's questions about the listing, then share any particularly interesting information about the listing or the neighborhood it's in. Then continue with this script.)

Are you pre-approved for a mortgage?

(They respond.)

I highly recommend getting pre-approved before you start touring properties. The **[area]** housing market is competitive for buyers right now, so you might lose out on having your offer accepted if every other buyer you're competing against is pre-approved. Do you want tips on getting pre-approved or applying for a mortgage loan in general?

(They respond.)

Perfect, let's meet at my office or a coffee shop sometime in the next couple of weeks to talk about getting pre-approved and the rest of the home buying process. What day and time would work best for you?

Inquiries About Multiple Listings

Am I speaking with **[first name]**?

(They respond.)

Hi, **[first name]**. This is **[your name]** from **[your company]**. I just received your note from **[paid lead source]** about being interested in **[area]** homes for sale. Would you like to schedule showings for any of the properties you saw on **[paid lead source]**, or are you just looking?

(If they're not ready to schedule a showing, continue with this script.)

Okay, sounds good. I'm here to help once you're ready to schedule showings, and I can answer your questions in the meantime. Just out of curiosity, what are you looking for in terms of location, size, and the number of bedrooms and bathrooms?

(They respond.)

You're in luck - there aren't many listings matching what you're looking for on the market right now, but I know about several that I think you'll love. Do you want me to send them over?

(They respond.)

Perfect, I'll send those listings to them as well. Regardless of when you decide to buy, please let me know if you have any questions or want to tour a listing. By the way, it's possible that other agents will contact you between now and then - you don't need to speak with them because I'll be able to help you with every step of the home buying process.

Unresponsive Buyers - Voicemails

Voicemail #1

Hi, **[first name]**, it's **[your name]** with **[your company]**. A beautiful home similar to the one you recently asked about on **[paid lead source]** just hit the market.

Do you want me to send you a link to this listing? Please call me back or text me "yes" if you're interested.

This is a hot listing, and **[area]** is a competitive market for buyers right now. So let me know if you want to tour this or any other listing and I'd be happy to set that up.

Voicemail #2

Hello, **[first]**. This is **[your name]** with **[your company]**. I've created a handpicked list of **[area]** homes for sale that are similar to the ones you recently expressed interest in on **[paid lead source]**.

If you want to see them, you can just text me back "yes" and I'll send the list over. I'd be happy to schedule a showing for any property that you want to see inside of.

Phone Scripts for Sellers

Home Valuation Request - Haven't Received

Hi, is this **[first name]**?

(They respond.)

Hi, **[first name]**. I just received your request for a free home valuation from **[paid lead source]**. My name is **[your name]**, and I'm a Realtor with **[your company]**. I have a few quick questions before I send it over - is now a good time to talk?

(They respond.)

Have you made any improvements to your home that would impact its value, like renovating a bathroom or upgrading to high-end appliances?

(They respond.)

Great, thanks. Improvements like those can add tens of thousands of dollars to a home's value - I just want to make sure that the valuation is as accurate as possible. Should I send the completed valuation just to you, or is there someone else who would be interested in seeing it?

(They respond.)

Perfect, let's meet at my office or a coffee shop sometime in the next couple of weeks to talk about getting pre-approved and the rest of the home buying process. What day and time would work best for you?

(They respond.)

Sounds good. Well, whenever you decide to put your home on the market, I can help you sell it quickly and above the asking price. Feel free to reach out when you're ready!

Home Valuation Request - Already Received

Good morning, is this **[first name]**?

(They respond.)

Hi, **[first name]**. This is **[your name]** with **[your company]**. I was just notified by **[paid lead source]** that you're interested in learning how much your **[area]** home is worth. I'm following up to make sure you received the home valuation you requested.

(They respond.)

Perfect, I'm glad you received it. But just so you're aware, online home value estimates are frequently off by tens of thousands of dollars because they don't take things like renovations and other improvements into account. Have you made any upgrades to your house recently?

(They respond.)

The estimate that **[paid lead source]** gave you is probably inaccurate, then. Would you like me to prepare another home valuation report that will give you a much better idea of how much your home is actually worth?

(They respond.)

Okay, great. I'll need some additional information about your home to ensure the valuation is accurate. If you have 10 minutes available in the next week, would it be possible to swing by your home to check it out and ask some questions about it?

(If YES, set up time to see the lead's home. If NO, ask questions about renovations and other improvements over the phone. After that, when you send the home valuation, tell the lead that you can answer their questions and help list their home once they're ready to sell.)

Unresponsive Sellers - Voicemails

Voicemail #1

Hi, **[first name]**! This is **[your name]** from **[your company]**. I'm following up to make sure you received the home valuation you requested from **[paid lead source]**.

I also just wanted to let you know that if your home's value seemed a little low, this might be because online home valuations don't factor in recent renovations and the quality of fixtures.

Please let me know if you want a more accurate home valuation that takes every aspect of your home into account. I'd be happy to prepare one, or answer any other questions you might have.

Voicemail #1

Good morning, **[first name]**! It's **[your name]** with **[your company]**. I'm just following up on the request you recently submitted on **[paid lead source]** for more information about selling your home. Whether you're planning on selling it soon or years from now, please don't hesitate to ask me any questions that you have.

So while I'm leaving this message, I figure I should share that **[area]** property values have risen X% in the last year. I would be happy to prepare a free and accurate home valuation if you'd like to learn how much your home is currently worth. Let me know!

Text Message Scripts for Buyers

Inquiries About a Specific Listing

Hello **[first name]**, this is **[your name]** from **[your company]**. I received your note from **[paid lead source]** about **[address]**. Would you like me to schedule a showing?

Hi **[first name]**, I'm reaching out because you asked for information about a property on **[paid lead source]**. Is now a good time to talk? - **[your name]**, **[your company]**.

Hi **[first name]**, it's **[your name]** from **[your company]**. I see you asked for more information about **[address]** on **[paid lead source]**. It's a beautiful home in a great neighborhood, so it'll probably sell fast. Would you like me to schedule a showing?

Good morning! It's **[your name]** with **[your company]** - I just received your inquiry about **[address]** on **[paid lead source]**. When is a good time to call so I can answer any questions you have about that property or the home buying process?

[First name] - Just got your note from **[paid lead source]** about looking for help with **[listing's address]**. I can schedule a showing, send over some similar listings, or help with anything else you need. I'm **[your name]**, a real estate agent at **[your company]**.

Happy Friday! I was just notified that you're interested in a property on **[paid lead source]**. Do you have any questions about **[address]** or other **[area]** properties? My name is **[your name]** and I'm a real estate agent with **[your company]**.

Inquiries About Multiple Listings

Morning, **[first name]**! **[Paid lead source]** notified me that you want to learn more about **[area]** homes for sale. Is there something in particular you're curious about? This is **[your name]** from **[your company]**.

[First name], I received your note from **[paid lead source]** re: wanting more information about several **[area]** homes for sale. When are you thinking about moving? - **[your name]**, **[your company]**.

[First name] - I received your message from **[paid lead source]** about wanting more information about several **[area]** properties. How can I help? My name is **[your name]**, and I'm a Realtor at **[your company]**.

Hi **[first name]**, it's **[your name]** from **[paid lead source]**. I just received your note about homes for sale in **[area]**. If you want, I'd be happy to schedule showings and find more listings you'll love.

[First name]: **[paid lead source]** just alerted me that you're looking for help with some **[area]** properties. Do you want to see inside of any? I'm **[your name]**, a real estate agent at **[your company]**.

Hi **[first name]**, my name is **[your name]**. I'm a real estate agent and **[paid lead source]** just notified me about the **[area]** homes you're interested in. Would you like to tour any of them this weekend? Please let me know how I can help!

Unresponsive Buyers

[First name]? Would you still like to learn more about the **[area]** home you saw on **[paid lead source]** last week? This is **[your name]** from **[your company]**.

Morning! A few homes just hit the market that I think you'll love - just respond 'yes' and I'll send them over. This is **[your name]** from **[paid lead source]**.

Hi **[First name]**, sorry we haven't connected yet. Do you still want to learn more about **[area]** homes for sale like the ones you asked about on **[paid lead source]**? - **[your name]**, **[your company]**

[First name] - If you're still thinking about buying a new home, check out this market report with helpful insights that my clients love: **[link to report on your website]**

Hi **[first name]**, you contacted me last month through **[paid lead source]** about a home for sale. There are several foreclosures and short sales similar to that home on the market - if you're looking for a great deal, I can send them to you.

Hello **[first name]**, I have a list of open houses happening next week at listings similar to the ones you viewed several months ago on **[paid lead source]**. Would you like me to send it over?

Hi **[first name]**! I just emailed you some handpicked listings I think you'll like based on the listings you were looking at on **[paid lead source]**. Let me know what you think!

Are you still searching for a new home, **[first name]**? It's **[your name]** from **[paid lead source]** - I want to make sure you're being taken care of, so let me know if I can help in your search.

Text Message Scripts for Sellers

General Seller Lead First Responses

Hi **[first name]**, it's **[your name]** with **[your company]**. I just received your note from **[paid lead source]** that you're considering selling your home. Are you hoping to get a certain amount for it? I can send over a free home valuation.

Good morning, **[first name]**! I'm replying to the request you submitted on **[paid lead source]** to get more information about selling your home. How can I help? My name is **[your name]** and I'm a Realtor at **[your company]**.

[First name]: I'm reaching out because you requested to speak with a real estate agent on **[paid lead source]** a few minutes ago about selling your home. When is a good time to talk? - **[your name]**, **[your company]**.

Hi **[first name]**, I'm **[your name]** with **[your company]**. Your inquiry on **[paid lead source]** says that you're considering selling your home. When are you thinking about selling?

Home Valuation Requests

Hello **[first name]**, it's **[your name]** with **[your company]**. I'll have the home valuation you requested on **[lead source]** ready in a moment. What is the best way to get it to you?

Hi **[first name]**! My name is **[your name]** and I'm a Realtor with **[your company]**. The home valuation you requested on **[paid lead source]** will be ready soon. I have a few quick questions about the property before I send it over - is now a good time to call?

Hey, **[first name]**! If you would like a more accurate version of the home valuation you received from **[paid lead source]** that considers things like recent renovations, please let me know. I'm **[your name]** with **[your company]**.

[First name]: Did you receive the home valuation you requested on **[lead source]**? Happy to provide a more accurate version if there are recent renovations or other things that **[lead source]** didn't consider. This is **[your name]** with **[your company]**.

Unresponsive Sellers

Hey **[first name]**, it's **[your name]** from **[your company]**. I just sold a home like yours for \$X, but I think I could sell yours for even more. Would you like to know how much your house could sell for in today's market?

[First name], just following up on your **[paid lead source]** inquiry to make sure you're being taken care of. Please reply with the number representing your interest in selling your home this year: 1 - very, 2 - somewhat, 3 - not at all.

Hi **[first name]**! Still considering selling your home? I have a handy walkthrough of the home selling process that my first-time seller clients love - you might find it helpful! Do you want a copy?

Hi **[first name]**! There's a strong seller's market in **[area]** right now. I've sold X homes for \$X or more above asking price so far this year. Reply 'yes' and I'll send you an updated home valuation so you know how much yours is worth.

[First name]: Did you know **[area]** home prices have increased X% since this time last year? I can send over a free home valuation today if you want to know how much yours is currently worth. - **[your name]**, **[your company]**.

Good morning, **[first name]**. Do you have any questions about the home selling process, or concerns about whether now is a good time to sell? I'm here to help. It's **[your name]** from **[your company]**, following up on your **[paid lead source]** inquiry.

Email Scripts for Buyers

Inquiries About a Specific Listing

✉ Email Template #1

Subject line: **[First name]**: Your **[paid lead source]** request was received

Thank you for contacting me through **[paid lead source]** about **[address]**. My name is **[your name]**, and I'm a Realtor at **[your company]**. How can I help you with this property?

Properties similar to **[address]** are currently in high demand and don't stay on the market for long. If you're potentially interested in buying this home, I'd recommend scheduling a showing sooner rather than later. I'd be happy to help set one up.

✉ Email Template #2

Subject line: **[First name]**: info about **[address]**

I just received your note from **[paid lead source]** regarding the **[area]** home for sale that you'd like to learn more about. It's a beautiful home listed at a great price - I'm surprised it hasn't sold yet. When is a good time to call so I can answer your questions?

My name is **[your name]**, and I'm a real estate agent at **[your company]**. If you want to view more listings, every **[area]** home currently on the market can be found on my website: **[your website's URL]**

✉ Email Template #3

Subject line: Your inquiry about 🏠 **[address]** 🏠 *(Emojis in subject lines can improve open rates.)*

I see you inquired about **[address]** on **[paid lead source]**. Would you like to schedule a showing so you can see inside of it?

My name is **[your name]**, and I'm an experienced agent with a proven record of helping clients find and buy their dream homes. Please use me as a resource if you have questions about buying a home or would like help scheduling showings.

Inquiries About Multiple Listings

✉ Email Template #1

Subject line: **[First name]**: How can I help?

My name is **[your name]**, and I'm a real estate agent at **[your company]**. I just received your note from **[paid lead source]** about being interested in **[area]** homes for sale. How can I help?

If you're ready to begin viewing properties, I can schedule a showing for any **[area]** home that you find on **[paid lead source]**. Also, there are some open houses coming up at listings similar to the ones you expressed interest in - let me know if you want me to send them over.

✉ Email Template #2

Subject line: Your **[paid lead source]** inquiry about **[area]** properties

[Paid lead source] just alerted me that you're interested in several **[area]** homes for sale. Do you want to see inside of any of them? I'm happy to schedule showings or answer any questions you have about the home buying process.

My name is **[your name]** - I'm a Realtor at **[your company]** with a proven record of helping clients find their dream homes. You can view all the **[area]** homes that are currently on the market on my website: **[your website's URL]**

✉ Email Template #3

Subject line: **[First name's]** request about **[area]** homes for sale

Thank you for contacting me through **[paid lead source]** about **[area]** homes for sale. My name is **[your name]**, and I'm a real estate agent with **[your company]**.

Are you interested in touring any of the listings you saw on **[paid lead source]** this upcoming weekend? I can schedule showings for those listings and answer any questions you have about the home buying process.

More **[area]** homes for sale, and other helpful information about the buying process, can be found on my website: **[your website's URL]**

Unresponsive Buyers

✉ Email Template #1

Subject line: Is this your dream home? *(Asking questions can lead to higher open rates.)*

A property that I know you'll love just hit the market. It's more beautiful and priced better than the listing you inquired about on **[paid lead source]** last week. View this listing here: **[listing's page on your website]**

Several similar properties are having open houses next week. Would you like me to send them over?

✉ Email Template #2

Subject line: 5 hot new listings that will sell fast *(Establishing urgency can help to pique interest.)*

I've created a handpicked list of five beautiful **[area]** homes for sale that are similar to the ones you expressed interest in on **[paid lead source]**. Simply respond "yes" to this email and I'll send them over.

Please let me know if you have any questions about individual properties, the health of the **[area]** housing market, or buying a home in general. I've been serving **[area]** home buyers for years, and would love to help you as well!

✉ Email Template #3

Subject line: **[Lead's first name]**? *(Using the lead's first name followed by a question mark as a subject line is surprisingly effective.)*

Sorry we haven't connected yet. Do you still want to learn more about **[area]** homes for sale, like the ones you asked about on **[paid lead source]**? Just want to make sure you're being taken care of.

I completely understand if you're not ready to talk with a real estate agent yet. In the meantime, please feel free to visit my website - it has every **[area]** property that's currently for sale, as well as other helpful information about the local housing market: **[your website's URL]**

Email Scripts for Sellers

General Seller Lead First Responses

✉ Email Template #1

Subject line: **[First name]**: Your **[paid lead source]** request

I'm responding to the request you submitted on **[paid lead source]** for more information about selling your home. What is the best method and time of day to contact you?

My name is **[your name]**, and I'm an experienced real estate agent with a proven record of selling homes quickly and above asking price. Even if you aren't planning on selling your home for a while, I'd be happy to answer any questions you have.

✉ Email Template #2

Subject line: Thinking about selling your **[area]** home?

I'm **[your name]**, a Realtor with **[your company]**. I just received your note from **[paid lead source]** about possibly selling your **[area]** home. When are you hoping to sell it?

I completely understand if you're not ready to start the selling process yet. In the meantime, please feel free to visit my website (**[your website's URL]**) to see what comparable homes are selling for and get local housing market reports.

✉ Email Template #3

Subject line: Info about selling your **[area]** home

Thank you for contacting me through **[paid lead source]** to get information about selling your **[area]** home. How can I help you? My name is **[your name]**, and I'm a licensed Realtor at **[your company]**.

If you'd like to learn how much your home is worth, I'd be happy to prepare a free home valuation for you. It will factor in things like fixtures, features, and recent renovations, making it more accurate than any home valuation you'd find online.

Home Valuation Requests

✉ Email Template #1

Subject line: **[First name]**: Your 🏠 valuation!

My name is **[your name]**, and I'm a real estate agent at **[your company]**. The home valuation you requested on **[paid lead source]** will be ready soon.

To give you the most accurate possible valuation, I would like to ask a few quick questions about the property. Things like recent renovations and high-quality fixtures can greatly increase how much a home sells for! What is the best way to contact you?

✉ Email Template #2

Subject line: Your **[paid lead source]** home valuation is on the way

I received your note from **[paid lead source]** about wanting a free home valuation. You should receive the preliminary valuation soon.

Because online home valuations don't factor in fixtures, features, and recent renovations, they often undervalue homes by tens of thousands of dollars. Please let me know if you would like a more accurate home valuation that takes those things into account and I will be happy to prepare one for you.

✉ Email Template #3

Subject line: Did you receive your home valuation?

Did you receive the home valuation you requested from **[paid lead source]**? This is **[first name]** from **[your company]** - I just want to make sure you're being taken care of.

Please be aware that online home valuations don't take fixtures, features, or recent renovations into account. This means your home might be worth tens of thousands of dollars more than the **[paid lead source]** valuation says it is.

If you would like a more detailed home valuation prepared by a real estate professional, please let me know and I can start working on it today.

Unresponsive Sellers

✉ Email Template #1

Subject line: Still considering selling your **[area]** home?

I'm just checking in to see if you're still considering selling your home. Whether you're planning on selling it in a matter of months or years, please don't hesitate to ask me any questions you might have.

In the meantime, you can visit my website to get an idea of what comparable **[area]** homes are currently on the market for. If you'd like, I can also provide a free home valuation that takes things like fixtures and renovations into account - accuracy that no website, including **[paid lead source]**, can provide!

✉ Email Template #2

Subject line: **[First name]**: How much is your home worth?

[Area] home prices are rising fast! Do you know how much your home is currently worth?

If you would like a free and accurate home valuation that takes things like renovations and fixtures into account, simply respond "yes" to this email and I'll start working on one.

✉ Email Template #3

Subject line: How much is your home currently worth?

How long has it been since you last checked your home's value? **[Area]** property values have risen X% since this time last year, so you might be pleasantly surprised by what your home could sell for!

If you'd like to get a good idea of much your home is currently worth, I can prepare a free home valuation for you that is more accurate than anything you can get online. No website - including **[paid lead source]** - can take fixtures, features, and renovations into account when determining how much your home could sell for.

Best Practices for Converting Paid Online Leads



1. Reach Out Immediately

NAR's 2017 Profile of Home Buyers and Sellers found that "seven in 10 buyers interviewed only one real estate agent during their home search." This means a whopping 70 percent of buyers work with the first agent who contacts and demonstrates their value to them!

This fact is known throughout the real estate industry so, in one way or another, you're racing against your competitors to make contact first for every new paid lead you receive. This is true regardless of whether you're newly licensed or the most experienced agent in the market.

Aubie Pouncey, a top-performing Keller Williams associate who works in the competitive Seattle housing market, will often call new paid online leads as soon as he receives them, before he even reads their requests. While this speed can be intimidating for consumers, it helps Aubie ensure that he contacts them first.

If the lead doesn't pick up after the first attempt – which people are prone to do when they receive a call from a number they don't recognize – he calls them back immediately. His leads assume that whoever is calling them must be calling about something important, so they pick up.

2. Offer an Abundance of Value

Your number one priority when communicating with new paid online leads is to offer value by being a resource. Provide them with the content and information they care about, ideally before they know they want it, and be on hand to quickly answer questions and requests.

This will help demonstrate that you're a skilled agent capable of guiding them painlessly through the home buying or selling process. It will also be hard for your paid online leads to forget all you've done and end up working with a competitor.

What BUYERS care about:

- Listings matching their search criteria, especially new listings
- Neighborhood information: quality of school district, crime rates, proximity to shopping and entertainment, etc.
- Local housing market trends: housing affordability and availability for the types of listings they're interested in
- Mortgage information: how to get pre-approved and mortgage rate trends
- Buyer assistance programs: FHA, VA, programs provided by states and cities, etc.
- Walkthroughs of the home buying process

What SELLERS care about:

- The current value of their home
- Local housing market trends: will their home sell for more, faster in the future, or the opposite?
- The affordability and availability of the type of home they want to purchase next
- Walkthroughs of the home selling process

3. Explain Who You Are (After Offering Value)

Always introduce yourself and address why you're reaching out to paid online lead. But remember that people don't like sales calls, and virtually every sales call begins with the caller explaining who they are and what company they work for (e.g., "Hi, this is Matt from Comcast ..."). If you begin your initial communications with paid online leads by saying your name and company, you risk turning them off before the conversation has even begun.

This is especially true with paid online leads because there's a good chance they won't remember your name. Depending on the paid lead provider, the leads might have never seen your name in the first place.

Instead, start these communications by explaining why you're calling, offer valuable content or information, and then mention who you are. This will capture your leads' interest and increase the likelihood they respond favorably – or respond at all!

Here's an example of what we mean:

Instead of this: “Hi Frank, it’s Larry from Windermere Real Estate. I received your note from Zillow about wanting more information about a Seattle home for sale. I just wanted to call to let you know I can help schedule a showing or send over some similar listings you might like.”

Say this: “Hi Frank, I received your note from Zillow a couple minutes ago about wanting more information about a Seattle home for sale. I just wanted to call to let you know I can help schedule a showing or send over some similar listings you might like. By the way, my name is Larry and I’m a real estate agent with Windermere Real Estate.”

4. Remind Them About the Listing

Most leads aren’t able to remember the addresses of the listings they request more information about, so be prepared to provide additional context in your communications to help them remember. This context could be the number of bedrooms and bathrooms, the neighborhood, or a noteworthy feature.

When emailing leads, add the best listing photo to the body of the email or, if necessary, as an attachment. This will help the lead remember the home they inquired about and increase the likelihood that they actually read through your email after opening it.

Including a link to the listing’s page on your website in texts and emails will both jog memories and decrease the likelihood that the lead returns to the listing portal and submits another inquiry that a competitor gets.

5. Don’t Rush the Conversion

Transaction-ready leads are few and far between. Most of the paid online leads you receive will take weeks, months, or maybe even years before they actually buy or sell a home.

Consumers in the early stages of the home buying and selling processes are only interested in getting valuable content (e.g., new listings) and information (e.g., high-level home value estimates) from agents. Being pushy in your initial conversations with paid online leads by trying to get them to speed up their timelines and become your clients will result in those leads ignoring you and eventually working with other agents who were better able to provide value.

It’s fine to ask “when are you looking to buy/sell” in the initial conversation, but only to find out where the lead is located in the home buying or selling process – their answer should dictate which types of valuable content and information you provide.



6. Address Your Competition

Most paid online leads come into contact with multiple agents during the home buying or selling process. Some paid online lead providers share individual inquiries with multiple agents, and consumers will often submit new inquiries to other agents on listing portals without realizing it (if, for example, they mistake the agent shown on a listing page as the seller's agent). So even if a lead has submitted an inquiry to you specifically and then spoken with you one or more times, it's still possible that they'll end up becoming another agent's client.

To prevent your paid online leads from working with competitors, mention that other agents might contact them, but they don't need to work or even speak with those agents because you'll be able to help them with every step of the buying or selling process. Explain how you're a better resource than your competitors, listing portals, and search engines, and that it's fine to tell other agents that "I'm already working with an agent" to stop them from repeatedly reaching out.

Of course, this strategy is only effective if leads actually want to work with you because they've enjoyed your interactions and you've provided sufficiently valuable information. So make sure you do both!

Directing paid buyer leads to your website (e.g., by mentioning it during phone conversations or manually emailing them listings on your website) will help ensure they don't go back and peruse properties on listing portals. Signing them up for alerts about new listings matching their search criteria is perhaps the most efficient way to accomplish this.

7. Mix Up the Medium and Messaging

If you're lucky, you'll connect with new paid online leads in the first attempt. Don't get discouraged if your first call, text, or email goes unanswered. Try again at least several more times in the first couple of hours using a different medium (e.g., text or email instead of call) or messaging (e.g., if your first email was long and formal, send a short and casual email).

Here are some techniques you can use to mix up medium and messaging when following up:

- **Text instead of call:** Most agents prefer to talk voice-to-voice, but many consumers – especially those in younger generations – will avoid phone calls yet happily communicate via text message. It's also easier for leads to respond to text messages after they've missed your call than it is to call you back. A technique Aubie uses to prompt a reply from unresponsive leads is simply to text their first name, followed by a question mark – and that's it. "People can't resist responding to that, even if it takes a while," he says.
- **Appeal to their interests:** Have a buyer lead who isn't responding to generic "check out these hot new listings" messaging in your emails and/or texts? You might get them to finally reply by using a bit of personality to highlight key features. For example: "If you like barbecues, this listing's yard is big enough to host the whole neighborhood" or "This home's beautiful kitchen is so charming even Gordon Ramsay couldn't get mad in it."
- **Email from multiple addresses:** Emails from some providers are prone to getting caught in spam filters, and people often ignore emails appearing to have come from businesses. It therefore behooves agents to use two email addresses when following up with leads – both their business address and a personal address provided by Gmail, Outlook, Yahoo, or a similar email provider. If you do this, include a note saying something to the effect of "Apologies if you received this twice, but I just want to make sure my emails aren't getting caught up in your spam filter."
- **Make it current:** Emails and texts seem more personal when they address things that are currently happening, improving response rates. Mentioning the day of the week is an easy way to accomplish this: "Happy Friday!" or "Sorry to bother you on a Sunday, but a couple of great listings just hit the market." Ditto for addressing what the lead was doing when their inquiry was created: "Noticed you were looking at Ballard townhomes for sale on [paid lead source] this morning – I can send some great townhomes in other neighborhoods to you if you'd like."
- **Reach out via social media:** If you can find a new paid lead on Facebook or LinkedIn, add them as a friend/connection and send them a message (the text message scripts above are ideal for Facebook messages, and the email scripts should be used on LinkedIn). This unconventional technique gets responses, which is why it's a core part of [how top-performing husband and wife team Dan and Tempe Perreira follow up with every new lead](#). Admittedly, contacting leads on social media is a bit intrusive and could turn off some leads – but if they aren't responding anyway, what do you have to lose?

8. Use Pipl to Find Additional Information About Leads

Enter a paid online lead's name, email address, or phone number into [Pipl](#) and this free online tool will scour the internet to find additional information about them – from contact information to social media profiles to education and work history.

Have an unresponsive lead's email address but not their phone number? Enter their email address into Pipl and it could find one or more of their phone numbers, enabling you to open up a new communication channel on which they might respond. No luck making contact via phone or email? Try reaching out to their Facebook or LinkedIn profile that Pipl found.

Beyond helping to make contact with new paid online leads, Pipl can help inform your strategy when reaching out to them. If a lead's Facebook profile makes it clear that they're passionate about monster truck rallies and Busch beer, then you probably have the luxury of being able to reach out to them in a more casual manner than what is required with a lead whose LinkedIn profile indicates they're an executive at a caviar distribution company.

9. Create Urgency

Ads use limited-time offers, action-oriented phrases (e.g., "visit today" and "act now"), and other time-related verbiage to make consumers respond to them. Because time is extremely important in real estate – the best listings leave the market quickly, and favorable home value trends don't last forever – agents can also use time to create urgency.

In real estate, urgency increases the likelihood that paid online leads will respond to agents' initial calls, texts, and emails. Using it in subsequent communications also helps agents convert those leads into clients. Here's an example of how urgency makes messages to leads more compelling:

⚠ High urgency: "The median sale price for Seattle homes just hit an all-time high – \$700,000 – so there has literally never been a better time to sell your condo. If you're ready to put it on the market before spring starts, I'll pay for professional home staging at no extra cost to you to maximize the sale price. Call me today to get started!"

⚠ Low urgency: "It's a great time to sell Seattle homes – the median sale price is a whopping \$700,000! So let me know if you want to put yours on the market!"



10. Never Give Up, Unless Asked

The best way to waste your marketing budget, short of literally throwing it away or setting it on fire, is to give up on paid leads after several failed attempts at making contact with them. This might seem obvious, but for the average agent, it isn't – they only follow up with leads 1.4 times, [according to real estate coach Tom Ferry](#). You paid for these leads, so you might as well work them!

It seems every agent has a story about a lead taking years to eventually become a client. This can also happen with even the most unresponsive of paid leads, as long as you continually engage with them. By periodically contacting them with non-pushy messages offering valuable content or information (see best practice #2), even the coldest paid lead could become your client when they decide it's time to buy or sell, and potentially even shorten the amount of time it takes them to reach that point.

Marketing automation software, like what is included with [Market Leader Professional](#), will help maximize your paid lead conversion rate. It keeps agents top of mind with all of their leads by sending listings alerts, periodic housing market reports, and other email and print marketing materials. If you're spending hundreds – or more – on paid leads every month and aren't using some kind of software to help convert them, you're essentially throwing money away!



About Market Leader

A pioneer in lead generation and contact management systems, Market Leader has helped real estate professionals manage and grow their businesses since 1999. We proudly serve over 250,000 agents and teams across the United States and Canada.

You can grow your business with our products:

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