



REALQualified

Opportunity Follow-Up Procedure

Once you have received your first opportunity from REALQualified, please follow the below steps to ensure maximum connection rates and results. The more people you're able to connect with on the phone, the more appointments you'll end up securing from the contacts we send your way!

- Step 1: Call the lead at the prescribed time.** We will send you an email with all of the information and details regarding the prospect and instructions for the call time.
- Step 2: Call the lead back immediately & leave a voicemail.** If the prospect doesn't answer, a "double tap" call will often increase connection rates by as much as 50%. If they still don't answer, leave a voicemail with the following message:

"Hey PROSPECT NAME. It's YOUR NAME from BROKERAGE. You spoke with my assistant about X earlier on so I wanted to connect to see how I can be of service. I'll send you a quick text and if I don't hear from you, I'll give you a call back later today."

- Step 3: Send a text.** Once you hang up the phone, send the prospect a text. Ideally, this would be a video text message introducing yourself. If you aren't comfortable sending a video text, then a text message with the following message will suffice:

"Hey PROSPECT NAME. It's YOUR NAME from BROKERAGE. You spoke with my assistant about X earlier on so I wanted to connect to see how I can be of service. I just tried to call but I guess I caught you busy. What time works for me to reach back out later today? If I don't hear back, I'll give you a call tomorrow!"

Step 4: Call back the next day.

Step 5: Send Email Directly Following Step 4. If the prospect doesn't answer the call above, send an email with the subject "re: our call":

Hey NAME!

This is YOUR NAME from BROKERAGE. I believe you spoke with my assistant ASSISTANT NAME the other day about potentially BUYING/SELLING Real Estate!

I tried to reach you a few times but I assume I just keep catching you busy!

What time works tomorrow for me to connect? Let me know and if I don't hear back I'll try again in a couple of days!

Thanks and looking forward to meeting you!

Step 6: Call back in 48 hours.

Step 7: Text Immediately Following Step 6. If the prospect doesn't answer the call above, send the following text:

"Hey LEAD NAME. It's YOUR NAME from BROKERAGE. You spoke with my assistant about X earlier on so I wanted to reach back out. I haven't heard back from you yet. Is it safe to say you're no longer interested? Let me know either way and I will follow-up with you appropriately :)"

Step 8: Call back in 24 hours.

Step 9: Call back in 24 hours.

Step 10: Send Break-Up Email. If they have not responded to any correspondence, send the following final attempt email with the subject: "re: given up?"

Hey NAME!

This is YOUR NAME from BROKERAGE. I believe you spoke with my assistant ASSISTANT NAME the other day about potentially BUYING/SELLING Real Estate!

I've tried to reach you consistently for a couple of weeks with no luck. Usually when someone stops engaging with me, it means one of three things:

1. *You're no longer interested in buying/selling real estate and you'd like me to stop reaching out,*
2. *You're interested but, upon further evaluation of your circumstances, have decided now isn't the right time and you'd like me to follow up again in a few months,*
3. *You've dropped your phone in the toilet and you're waiting for a new one in the mail, in which case email me back and I'll send help!*

Either way, let me know :)

YOUR NAME

Step 11: Email support@realqualified.com. If they have not responded to any correspondence above, please send us an email at support@realqualified.com to let us know that the prospect has gone cold and we will put them on a rigorous follow-up cycle to determine what happened with their interest level, re-engage them, and get them back into your follow-up sequence.