

Website Lead Checklist

The goal when following your checklist is to immediately respond to all leads, leveraging technology while using links to drive the consumer back to your website to:

1. Eliminate the lead from having to go back online to another website
2. Engage leads so you can gather additional information based on their behavior

We'll implement four strategies to engage new and returning leads:

1. [Listing Alerts](#)
2. [Mini Comparative Market Analysis \(CMA\)](#)
3. [Send Relevant Listings](#)
4. [Assigning Lead to a Campaign](#)

Use the email scripts and action steps below to respond to each new lead immediately.

Day 1

- ✓ Welcome email – automatically sent seconds after consumer creates an account
Note: You have the option to [customize the Welcome email](#)
- ✓ Send Day 1 email with recommended listings
- ✓ ACTION: Change status to retry and [set reminder](#) for the following day

Day 1 Email: Recommended Listings

Subject: New Listings in <CITY>

Thanks again for using my website to search for properties in <CITY>. You have full access to real-time homes on the market as well as market conditions you can view at any time. I have included 2-3 homes similar to homes you viewed earlier in <CITY>. I will provide you with new and updated listings which match your criteria as they become available on the market. What are a few must have's in your next home? Open floor plan? Quick access to a freeway? Near schools or parks? Let me know and I'll include those features in the properties I send.

Thanks again and please feel free to come back and visit as often as you like. I look forward to keeping you informed with valuable and relevant real estate information!

<[Link to recommended listings on your website](#)>

Day 2

- ✓ Have they been back to your site? (Check recent activity)
 - If yes, change status to WARM and use the Consumer Behavior Triggers below to help guide your next step.
 - If no, send day 2 email with recommended listings
- ✓ ACTION: Set reminder for three days

Day 2 Email: Recommended Listings

Subject: New Listings in <CITY>

Yesterday, I sent you a few homes which are currently on the market in <CITY>. How familiar are you with the area? Are you relocating or are you curious about a new home in and around the area?

In addition, here are a few more homes in and around the area that are currently on the market. I will keep you updated weekly with new homes on the market. If you want to receive these homes daily, let me know and I can adjust the frequency.

[<Link to recommended listings on your website>](#)

Day 5

- ✓ Have they been back to your website?
 - If yes, ACTION: Change status to WARM and follow up accordingly
 - If no, send day 5 email with recommended listings
- ✓ ACTION: Add a listing alert or review current listing alert for edits
- ✓ ACTION: Set reminder for 2 days

Day 5 Email: Recommended Listings

Subject: New Listings in <CITY>

Thanks again for registering on my website last week to search for <CITY> home photos and details. Just checking in to see how your real estate search is going. Please let me know if you have any questions regarding property values in <CITY>.

How familiar are you with the area? Are there certain must have features you desire in your next home? Master Suite? Larger back yard? If you are a first-time home buyer, there are also many advantages I can assist with as well.

I thought you may find this listing interesting that recently came on the market:

[<Link to property listing on your website>](#)

Thanks again and looking forward to keeping you up to date.

Day 7

- ✓ Have they been back to your site:
 - If yes, **ACTION:** Change status to WARM and follow up accordingly
 - If no, send day 7 email below with intro video
- ✓ **ACTION:** Add lead to Monthly Newsletter Campaign
- ✓ **ACTION:** Add lead to Long Term Buyer Campaign
- ✓ **ACTION:** Set reminder to repeat checklist in 90 days

Day 7 Email: Intro Video

Subject: from <NAME> at from <CITY, Brokerage>

I want to thank you again for registering on my website last week. My site provides you with access to the most recent real estate information on the market such as homes for sale, inventory trends, school and neighborhood details as well as home valuation estimates.

I want to keep you up-to-date with your real estate needs and I have included a VIDEO that puts a name to a face so you are more familiar with the person who is providing the information. Regardless if you are relocating, currently living in the area, a first-time homebuyer, looking to sell and downsize, or simply curious about real estate, my website and I can provide you with the best information to assist you in your search.

Thanks again and looking forward to connecting!

<INSERT VIDEO>

Pro Tips

- Leverage your [status options](#) to stay organized
- Utilize social media for additional insight (Facebook, LinkedIn connections)
- Once a lead responds by replying or visiting your site, identify behavior triggers (see below) and provide additional relevant information using appropriate email scripts.

Lead Status Definitions

- New** - no action has taken place
- Retry** - action has taken place, attempting to get back to website
- Warm** - lead has returned to website within the last 14 days
- Cold** - lead has not returned to website within the last 14 days
- Pending** - lead is under contract
- Sold** - lead has closed
- Trash** - lead has incorrect contact information

Top Consumer Behavior Triggers

Below are key behavior triggers to watch for in your system. Once you identify the behavior, you can create an action plan to follow up with leads. Example follow-up actions are listed below for each behavior.

1. Viewed Homes

The homes consumers are viewing on your website says a lot about the home they are looking for or possibly what their current home is worth. **Identify trends or patterns** such as:

- Type (condo/single family/short sales/foreclosure)
- Neighborhoods
- Price range
- Features (view/vaulted ceilings, pool, etc.)
- Number of bedrooms/baths

Mental checklist: Is there anything that stands out from the homes that were viewed? Any common features? Have you showed or visited any of the homes that were viewed? Once you have identified a pattern, you can provide relevant content.

Example: The lead has viewed homes in a very family friendly neighborhood with 3-4 bedrooms.

Email Response:

Subject: <LEAD NAME:> Thought you might like these homes

I noticed you were viewing <property X on street name>. That is a fantastic neighborhood with great schools! I'm very familiar with the community and thought you may find the following property interesting.

<[Link to similar property listing on your website](#)>

Let me know if you are ready to view any properties or if you are just browsing, enjoy!

This type of response provides value, gets them back on your website and lets the consumer know you are an expert without being pushy. Remember to set a reminder to check back in a week so you can stay top of mind.

2. Saved Homes

Saved homes are very similar to viewed homes only the consumer may be slightly further along in the buying process since they are actually saving favorites. Same rule applies to this group, **identify trends or patterns and respond accordingly**.


Actions:

- Pull up the home in the MLS

- Collect as much information on that home as possible and try to obtain information that is not available to the consumer.
- Contact the listing agent to gather more information not listed in the MLS.
- Drive by the home
 - Take a few street view pics and/or a quick 30-45 second video.

When you contact the consumer with this information, now is also a great time to ask about their timeline – are they just looking or on a quick timeline. Remember, this is your agent courtship. Don't come across too strong or you will scare them away. This stage is about providing information beyond what they can see online and building trust that you are an abundant source of information.

3. Request More Info on a Home

 Warning: Don't just call and ask if they want to go see the home!

Action:

- Use the MLS and listing agent to help you gather more information on the listing.
- Drive by the property and take a video or additional photos.

Resources:

Visit the Training and Support Center anytime to search for support topics: [Learn.marketleader.com](https://learn.marketleader.com)



[Return to MarketLeader.com >](https://marketleader.com)

Our customer care team is standing by! Call 877-450-0088 or email support@marketleader.com.