



## Lead Follow Up Conversation Starters

**Fact:** Most agents don't follow up like they should because they don't know what to say. Learn how to move the conversation forward so you can set more appointments in less time!

### Lead Follow Up Moment of Truth

#### **NONE of the following qualify as Lead Follow Up!**

1. I left them one message but they didn't call me back.
2. I emailed them what they asked for but didn't hear back.
3. I dropped off my prelisting package but they didn't call.
4. They didn't want to buy my listing and I didn't follow up on others.
5. I emailed them because they emailed me. I don't think they'd want me to call.
6. It's been a week since I heard from them. I don't think they're interested.

The issue with all of the above is that you are making it the prospect's responsibility to follow up with you. It is not their job to follow up with you. It's YOUR JOB to follow up on all of your leads and prospects with urgency and professionalism until they buy or sell with you, someone else, or until they tell you to go jump in a lake. Any of those three options are fine. What isn't fine is not finding out.

**Rule:** You haven't 'worked' in real estate today if you haven't done lead follow up.

### Follow Up Conversation Starters that Lead to Appointments

- a) Do you still have to buy a home?
- b) Do you still have to sell a home?
- c) What questions do you have for me before we get started? (Looking/Listing)
- d) What should we have discussed about your situation that we haven't yet?
- e) What happens if the house doesn't sell?
- f) What happens if you don't buy?

- g) Is keeping the home an option for you?
- h) Ideally, what happens next regarding your housing situation?
- i) Tell me more about your situation.
- j) Tell me more about what's motivating you to want to make a move.
- k) How much time will you need before you'll be ready to move forward?
- l) What help do you need from me so you'll be more comfortable?

**Then remember to A B C – Always Be Closing**

The correct way to close for an appointment is to reiterate what their needs are, followed by, **“I have 2pm tomorrow available, or 10am Saturday, which is best for you?”**

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