

Min 3	Text
Instant Thank You Text	
Hi {lead_first_name}, thanks for looking at some properties on my website a few minutes ago. Are you actively thinking about a move, or just browsing for now? {agent_first_name}	

Min 5	Email
Embark on Your Home Finding Adventure with Our Curated Listings 🏠✨	
<p>Hello and a Warm Welcome!</p> <p>We're absolutely thrilled you took a moment to explore our website. How wonderful that you're embarking on a new chapter in the age-old tale of finding the perfect home! 🏠</p> <p>If you'd like to share some specifics about what you're looking for—be it the number of bedrooms, a dreamy kitchen, or a garden fit for a summer soirée—I'd be delighted to comb through our listings and curate a special selection just for you. It's all in the details, isn't it?</p> <p>We're all ears—bedrooms, bathrooms, price range, preferred neighborhoods, you name it!</p> <p>With Anticipation,</p> <p>[Your Name]</p>	

Day 2	Task
Make Sure Property Alerts Are Set UP	
You can set up property alerts from the left side of the contact record. Daily frequency is recommended. Don't worry about being too general on property criteria.	

Day 2	Call
Call and DO leave a voicemail	
<p>Hello, this is [Your Name] from [Your Real Estate Company]. I noticed you're interested in finding a new place to call home—how exciting!</p> <p>I'd love the chance to help you in your journey. We're pros at pairing people with properties that tick all the right boxes. 🏠🔑</p> <p>I've sent over an email with some handy information. When you get a chance, give it a glance and let's catch up to discuss your dream home in more detail.</p> <p>Feel free to call me back at [Your Contact Number] or respond to the email. Can't wait to hear from you!</p>	

Day 3	Email
<p>Unlock Your Dream Home Journey with Our Expert Mortgage Guidance 🏠🔑</p>	
<p>Greetings, {first_name},</p> <p>Ah, the delightful journey towards owning your very own sanctuary! You might be aware that one of the initial chapters in this adventure is often securing a pre-approved mortgage. Have you crossed that bridge yet? 🌉</p> <p>If you haven't, fear not! I can introduce you to some incredible mortgage gurus who can guide you through this financial fairy tale. Shall I?</p> <p>Looking Forward to Your Fairy-Tale Ending,</p> <p>{agent_first_name}</p>	

Day 4	Email
<p>Is Now the Time to Unlock New Opportunities? Let's Explore Your Real Estate Potential 🏠🐝</p>	
<p>Hello Again, {first_name},</p> <p>Do you, by chance, already possess the keys to a current abode? 🏠 Asking purely out of curiosity, you see, the market is buzzing like a beehive right now with a bit of a property scarcity!</p> <p>If you've toyed with the idea of selling, now might be a rather opportune moment to entertain those thoughts. Should you wish to chat, my line is always open for a heart-to-heart about real estate matters.</p> <p>With Warmest Regards,</p> <p>{agent_first_name}</p>	

Day 5	Email
<p>Your Golden Ticket to This Weekend's Most Enchanting Open Houses 🏠✨</p>	
<p>Hello There, {first_name},</p> <p>What a splendid weekend we have in the horizon—a parade of open houses just waiting to roll out their welcome mats for you! 🏠✨</p> <p>Here's your golden ticket to all the enchanting homes opening their doors this weekend: {listing_open_house}</p> <p>If any of these properties whisper sweet nothings to your heart, do let me know. I'd be tickled pink to share all the lovely details that make each one unique.</p> <p>Awaiting Your Favorites,</p> <p>{agent_first_name}</p>	

Day 7	Text
Conversation Starter Day 7 Check In	
Hi {lead_first_name}, Just checking to see if you've been getting the real estate listing email updates I've been sending? If you'd like for me to change the criteria, let me know? Thanks, {agent_first_name}	

Day 8	Email
Discover the Magic of Your Dream Neighborhood with Our Virtual Tours 🎩🐰	
<p style="text-align: center;">Salutations, {first_name},</p> <p>Have you ever wondered what it's like to live in a certain neighborhood? Like a magician pulling a rabbit from a hat, I can arrange for you to experience a magical virtual tour of your dream locales. 🎩🐰</p> <p>Interested? Just sprinkle some details into a reply—neighborhoods, home styles, amenities—and watch the magic unfold before your very eyes.</p> <p style="text-align: center;">Can't Wait to Take You on a Journey,</p> <p style="text-align: center;">{agent_first_name}</p>	

Day 9	Text
Conversation Starter Day 9 Check In	
<p style="text-align: center;">Hello {first_name},</p> <p>I hope you're having a magical day! ✨ Did you get a chance to read my email about our virtual neighborhood tours? It's like a real-life magic carpet ride through your dream communities! 🎩🐰</p> <p style="text-align: center;">Eager to hear your thoughts!</p> <p style="text-align: center;">Best,</p> <p style="text-align: center;">{agent_first_name}</p>	

Day 10	Email
Unveil the Mystery of Closing Costs with Our Enchanting Guide 🌧️🌈	
<p style="text-align: center;">Hello {first_name},</p> <p>Ah, closing costs—a phrase often greeted with as much enthusiasm as a rainy parade. But fret not! I've put together an enchanting guide to help you understand and navigate these mysterious figures. 🌧️🌈</p> <p style="text-align: center;">Would you like me to share this treasure trove of knowledge with you? Simply say the word, and consider it done!</p> <p style="text-align: center;">Yours in Demystifying the Process,</p> <p style="text-align: center;">{agent_first_name}</p>	

Day 11	Email
<p>Join the VIP Early Bird Club for Exclusive First Looks at Dream Homes 🐦🏠</p>	
<p>Good Day, {first_name}, In the realm of real estate, the early bird truly does get the worm—or in this case, the dream home! 🐦🏠</p> <p>Would you be interested in a sneak peek of listings before they flutter onto the market? If so, consider yourself an esteemed member of our VIP Early Bird Club!</p> <p>Your thoughts?</p> <p>Yours, Eager to Help You Feather Your Nest, {agent_first_name}</p>	

Day 11	Text
<p>Conversation Starter Day 11 Check In</p>	
<p>Hi {first_name}, I hope all's well. I wanted to remind you that being a VIP Early Bird comes with some exclusive perks like seeing listings before anyone else. 🐦✨ What do you say? Ready to jump the line? Cheers, {agent_first_name}</p>	

Day 12	Task
<p>Transition to Long Term Follow Up</p>	
<p>Make sure alerts are good. Add to a long term drip campaign, or just make sure you include this client in a "send something cool" weekly email blast.</p>	