

FOLLOW UP LIKE A MACHINE

Mike Barbanica's tried and true method to convert more leads

STEP 1: RESPOND FAST

Lead comes through the system and the agent or team leader is notified.

If we have a person working the phones, immediate contact will be made with that lead (within one or two minutes is our goal). If no one is available to make the call, the lead is assigned to an agent for the same process.

STEP 2: DELIVER VALUE

Open the conversation by introducing yourself and your company. We have found it works best to say something similar to the following:

Hello, my name is (your name) with (your company name). I received a message to give you a call through our website and wanted to make sure I got back to you. You had asked about 123 Main Street. I pulled that property up in the system and found some information. Did you have any specific questions about it?

STEP 3: END WITH A CALL-TO-ACTION

Once you've identified the lead's needs and offered some value, it's time to get them to take the next step. Examples include:

- Set a follow up appointment
- Connect them with a lender
- Get them set up to receive listing alerts



Always end your conversation with a clear CTA encouraging the next course of action.

WHAT IF THEY DON'T ANSWER?

If there is no answer, leave a voicemail and send a text message introducing yourself - ending both with a CTA. I recommend a video is sent from you via text. This puts a face with the voice and name. Also follow up with an email containing similar information, but reference the voicemail and text so you don't come across as a "stalker." Don't worry, videos can be easy! Use your phone and create one video that you can use for all your lead intros.

Repeat the calls daily for at least a week and email on days 1, 4, 9, and 14, unless they answer or respond. Each email ends with a very specific CTA. By day 14, if they have not responded we send an email asking if they would like to continue receiving information regarding home searches. This often results in a response. If there is no response we recommend that they are contacted again in two weeks and then put on a monthly "check in."

Mike Barbanica is the owner of RE/MAX Blue Line in Antioch, California. With a passion for helping others to build a successful career in real estate, he has been using his tried and true follow-up plan throughout his many years in real estate.