

## Class #2: A Powerful First Response

In class 2, we learned about Aubie's stellar lead response system that not only gets him in front of new contacts, but also generates more response from his contacts. His response strategy is a 5-step process that takes about 5 minutes of time.

### Step 1: Call

What to say?

- Name?
- Force them to engage with you
- I just got your request from...

Voicemail?

- Try to break their preoccupation

### No Phone Number? No Sweat!

Not all leads have phone numbers, so take to the internet and do some research:

- Pipl.com
- Whitepages.com
- Spokeo.com

Offer to call or text too. Most leads don't remember NOT leaving a phone number, so if you're concerned about people being upset that you found their phone number, don't be!

### Step 2: Text

What to say?

Name? That's it! You'd be surprised how often people respond to this, it's like they can't handle the curiosity!

### Step 3: Send an email from your Market Leader system

What to say?

- Have an open mind set for all leads
- Tailor your message to your contact
- Be serviceable and non-confrontational
- Add value and eliminate pressure

### Step 4: Send Email from Other System

What to say?

- Send the same email from another email provider (such as Gmail or Hotmail), just in case the first email went into the SPAM or junk folder. This is to ensure they hear from you, one way or another.

### Step 5: Call Again

What to say?

- No need to leave a message on this call
- Many will answer the second phone call

**Remember:** *"If it's important enough for you to ask the question, then it's important enough for me to follow up."*

## Aubie's Initial Email Scripts

Below are Aubie's go-to emails for responding to new leads. He inserts contact details (called Mail Merge Variables) to further personalize these emails, and also adds them as quick text to save time.

### Buyer Lead Follow-up

*Hi {{Contact First Name}},*

*It looks like "active" home listings in the Snohomish area could be of interest to you. Did you find what you are looking for? Am I able to be of service? My name is Aubie and I'm a local agent with Keller Williams.*

*If I can help in anyway, please call/text/email me anytime... (Seriously, anytime :)  
Best, Aubie.*

### Seller Lead Follow-up

*Hi {{Contact First Name}},*

*I just received your request (via HouseValues.com) about your home in {{Contact City}}. How can I help? My name is Aubie and I'm a realtor with Keller Williams.*

*What did you think of the market evaluation for your home? - A little high, too low?  
Best, Aubie*

### Third-Party Lead Follow-up

*Hi {{Contact First Name}},*

*I received your note (via Zillow) about the home for sale in Monroe. How can I help? My name is Aubie and I'm with Zillow and Keller Williams.*

*Best, Aubie*

[Click here](#) to learn more about using Quick Text

[Click here](#) to learn more about using Contact Mail Merge Variables