

Class #3: Creating Engagement Opportunities

In class 3, Aubie shared his winning strategies and mindset for creating engagement opportunities to increase your opportunity with each contact. He shared his tricks for leaving the door open for more engagement, as well as how you can read your contacts' behavior to learn more about them, and respond accordingly.

Find Common Ground

Take a moment to research and try to learn as much as you can about your leads. You may be surprised by how often you find things in common such as hobbies, sports teams, geography, or in Aubie's case, being a dog lover. Finding these common threads can not only humanize you, but also pave the way for successful engagement.

Get the Spouse Involved

Often times, purchasing a home can require two incomes, and even more often, you may be working with half of the equation. In many cases, the spouse or partner may be on other websites, or talking to other agents, so be sure to offer to add their info so you can engage with them directly, turn one lead into two, and make sure everyone is on the same page.

Be an Expert

When working with online leads, it can sometimes be tough to identify what they want/need to know. Aubie asks himself, "What do I know that they don't?" to ensure he's answering questions they may not even know they have. Think outside the box here too, like with tribal land scenarios, financing restrictions, or even proactively providing the seller disclosure (form 17) to potential buyers.

Leave the Window Open

This is Aubie's fool-proof method to create opportunities for more contact with your leads. Sometimes it's not about knowing the answer, it's about engagement, so when answering a question, even if you know the answer, position it as though you have to confirm. This not only allows you to send them another email (or make another phone call or text), but is also gives the impression you went out of your way to do your research and make sure you're providing the right information. It's a win-win.

Aubie's Go-To Email Scripts

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

A Contact Unsubscribed

*Hi {{Contact First Name}},
Have you been able to find what you are looking for?*

I received your (unsubscribe) request to discontinue the daily property alerts so I wanted to check. I'll go ahead and make those adjustments for you this afternoon. If there is anything else you need, please do not hesitate to ask. I'm glad to help!

Best Regards, Aubie

Interested in Other Areas?

Hi {{Contact First Name}},

Quick Question...

There are several very nice (condos) that will be hitting the market soon in areas neighboring (area) so I wanted to check to see if you would prefer to continue to receive (Kirkland Condo) listings exclusively or if you were open to other areas as well?

Have a wonderful day!

- Aubie

Listing Alert Criteria is All Over the Place

Hi {{Contact First Name}},

I was reviewing your daily property alerts and noticed that your search criteria is pretty broad so I'm sure you are receiving properties that you are not interested in.

If you can let me know a little bit about what you are looking for, I can refine your criteria so that that homes you receive will only be homes that you would want to see. :)

Here are some assumptions that we can use as a starting point, so if you can let me know where to go from here, I'll make the change today.

- Price Range*
- Bedrooms*
- Bathrooms*
- Location/Area*

*Best,
-Aubie*

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

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