

## AUTOMATED FOLLOW UP SYSTEMS

### Build Consistent Communication That Creates More Closings

- Why follow-up is critical in real estate
  - Automation vs manual follow-up
  - Creating systems that save time
  - Staying top-of-mind with prospects
  - Turning cold leads into future clients
  - Building long-term relationships automatically
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### Slide 2 — Why Most Realtors Lose Leads

- Slow response times
- No organized follow-up plan
- Forgetting past conversations
- Inconsistent communication
- Poor database organization
- Giving up too early on leads

### Important Statistic

- Most real estate leads convert after multiple follow-ups
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### Slide 3 — What Is An Automated Follow Up System?

- A system that keeps communication moving automatically
  - Uses texts, emails, reminders, and CRM workflows
  - Helps agents stay consistent
  - Saves time while increasing engagement
  - Creates a better client experience
  - Keeps opportunities from slipping away
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### Slide 4 — The Core Pieces Of A Great Follow Up System

#### CRM Organization

- Proper lead categories
- Buyer and seller pipelines
- Notes and conversation tracking
- Task reminders and alerts

#### Automation Tools

- Email campaigns
  - Text message automation
  - Smart drip campaigns
  - AI-powered follow-up reminders
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#### Slide 5 — Speed To Lead Matters

- Contact new leads immediately
- First agent to respond often wins
- Automated text responses create instant engagement
- Quick communication builds trust
- Consumers expect fast responses today

#### Example Instant Text

- “Hi! Thanks for reaching out about real estate. This is [Name] with Century 21 HomeStar. I’d love to help. What questions can I answer for you?”
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#### Slide 6 — Automated Follow Up Campaign Ideas

##### Buyer Campaigns

- New listing alerts
- Home buying tips
- Mortgage and payment information
- Market updates

##### Seller Campaigns

- Home value updates
- Marketing tips
- Local market activity

- Seller success stories

#### Long-Term Nurture

- Holiday messages
  - Personal check-ins
  - Community updates
  - Anniversary and birthday messages
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#### Slide 7 — The Perfect Follow Up Schedule

##### New Leads

- Immediate text response
- Call within 5 minutes
- Follow-up email same day

##### Ongoing Follow Up

- Day 2 — Text message
- Day 4 — Phone call
- Day 7 — Helpful market information
- Weekly or monthly automated touches afterward

##### Goal

- Stay visible without overwhelming the lead
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#### Slide 8 — Using AI And Automation To Increase Conversions

- AI can prioritize hot leads
- Behavioral tracking shows consumer interest
- Automated reminders prevent missed opportunities
- AI-generated content saves time
- Smart campaigns personalize communication
- Automation creates consistency at scale

##### Result

- More conversations
  - More appointments
  - More closings
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#### Slide 9 — Common Mistakes To Avoid

- Over-automating without personal interaction
- Sending too many messages
- Using generic communication
- Forgetting to update CRM notes
- Failing to call leads personally
- Giving up after only one or two attempts

#### Remember

- Automation should support relationships — not replace them
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#### Slide 10 — Your Daily Automated Follow Up Success Plan

##### Daily Non-Negotiables

- Respond to all new leads immediately
- Review CRM reminders every morning
- Add notes after every conversation
- Check automation campaigns regularly
- Personally call active leads
- Track response and conversion rates

#### Final Thought

- Fortune is in the follow-up
- Consistency creates trust
- Systems create scalability
- Automated follow-up systems help agents grow faster and work smarter