

## CLASS SCRIPTS: 10 Days to Lead Engagement

Thank you for attending our webinar “10 Days to Lead Engagement” featuring Jason Woodward! Below are the email templates provided by Jason Woodward of the The Kristan Cole Team, Keller Williams Realty, Alaska Group. Please remember to customize them in your own voice.

### Email Scripts

**Template:** 1.0 Intro

**Subject:** Welcome To My Site

**Message:**

Welcome to my site; it has all the homes in Alaska that are listed with all the different companies. Just so you know I am here to serve you, so let me know what you need. Thanks!

**Template:** 1.1 Intro - Tried to Call

**Subject:** I Tried To Call

**Message:**

I tried to call you today, but got your voicemail. I just wanted to introduce myself via the phone and see what it is you are looking for, so I can better assist you.

I look forward to helping you with your home search.

Best regards,

**Template:** 2.0 Did You Receive?

**Subject:** Just Wanted To Touch Base Regarding The Homes I Sent

**Message:**

Just wanted to touch base and see what you thought of the homes I sent. Did you get them? Do you like any of them?

Let me know,

**Template:** 2.1 Correct Information?

**Subject:** Correct Information?

**Message:**

I just wanted to check in with you. Is the home information that I am sending you correct and relevant to what you are looking for?

Please let me know as I want to make sure that I am sending you homes that are of interest.

I look forward to hearing from you,

**Template:** 3.0 Listing Alerts

**Subject:** Why Listing Alerts are So Important?

**Message:**

I noticed that you have not signed up for home alerts. In an effort to let you know the instant your dream home hits the market, I can provide you with daily, weekly or bi-weekly email updates on homes for sale that match your criteria.

Let me know if you would like me to set it up, or you can do it yourself at my Web site [Your website here]. Login to your account, click on your name (at the top) and then beneath "My Home Alerts" fill out the "Create a New Alert" section.

Best regards,

**Template:** 3.1 Verify Listing Alerts

**Subject:** Please Verify Your Receipt of Listing Alerts for [Your Area] Real Estate

**Message:**

I just wanted to send a quick note ensuring you were receiving my e-mail alerts from [www.allalaskaproperties.com](http://www.allalaskaproperties.com).

If you are getting them, but they are really not what you are looking for, tell me how I should change the criteria to give you more of what you are looking for.

Remember, if you have any questions, I am here to help. I look forward to hearing from you soon.

Best regards,

**Template:** 3.2 Adjust Listing Alerts

**Subject:** Should I Adjust Your Listing Alerts?

**Message:**

What area were you looking to buy your next home?

Keep me posted, so I can adjust the Alerts accordingly.

I will keep in touch,

**Template:** 4.0 Foreclosure

**Subject:** Foreclosure List

**Message:**

I am not sure if you are interested, but I know a lot of buyers now days want a deal, and I have access to lists of Bank Foreclosures all over Alaska. Let me know if you want a FREE list!

Thanks,

**Template:** 5.0 Specific Property

**Subject:** Property You Might Like

**Message:**

I noticed you were checking out some \_ Bed, \_ Bath, \_ style homes in the \_ neighborhood/town in the \$\_k Range... I have one coming on the market soon that you might like, let me know if you want it.

Thanks,

**Template:** 5.1 Specific Property - Foreclosure

**Subject:** Foreclosure Deal

**Message:**

I just came across a great foreclosure deal. Can you remind me what price range and neighborhood you are interested in? These properties normally go fast, so let me know as soon as you can.

When are you able to start viewing homes?

Keep me posted,

**Template:** 6.0 Best Buy List

**Subject:** Best Buy List

**Message:**

Here is a link to my Teams continually updated "Best Buy List"; updated every two weeks.  
[www.kristancole.com/best\\_buy](http://www.kristancole.com/best_buy)

Are you still in the market for a new home? Now is a great time to be a buyer. As a buyer specialist, I have access to everything on the market.

I would love to take you out to tour homes when you are ready. Please feel free to contact me anytime.

I look forward to hearing from you,

**Template:** 7.0 Investment or Personal

**Subject:** Investment or Personal?

**Message:**

I noticed you were on our site looking at several homes... Are you looking for a primary residence or an investment property?

Talk to you soon,

**Template:** 8.0 Home Buyer Guide

**Subject:** Meeting Your Standards

**Message:**

I just wanted to touch base to see if you have any questions about the property you have been viewing. I would love to set a time to meet. I can go through our Home Buyer's Guide, share with you the benefits we offer and visit about your ideas and hopes for a new home. I am available to show homes too when you are ready. I have access to everything on the market! Please feel free to contact me anytime!

I look forward to hearing from you,

**Template:** 9.0 Great Time To Buy

**Subject:** Great Time To Buy

**Message:**

What do all time low interest rates really have to do with affordability in today's real estate market? Everything! Are you still wondering when the best time to buy a new home is? There will never be a better time than right now! Watch this quick video below to help understand the market and your buying power.

Video from my good friend, Keith Riddle in Spokane, WA.

<http://www.youtube.com/watch?v=vFw4FhYD42E>

Best regards,

**Template:** 10.0 Checking In

**Subject:** Checking In...

**Message:**

I just wanted to check with you to make sure you still want me to send your daily updates. I do not want to bombard you with information, yet I know things change along the way and I just wanted to get you the best properties and information. Please let me know if there are any "tweaks" we should make. Thanks for coming back to [www.AllAlaskaProperties.com](http://www.AllAlaskaProperties.com) and we look forward to working with you.

Best Regards,

**Template:** 10.1 Listings I've Been Sending

**Subject:** The Listings I Sent You

**Message:**

Just a short note to see how you liked the homes I have been sending you. I would love to get some feedback so I can edit my search parameters in case we are not hitting the mark with the listings....Let me know.

Best Regards,

**Template:** 10.2 Spam

**Subject:** Checking In

**Message:**

I hope you are doing well. I want to make sure you are receiving my listings emails because they sometimes end up in spam or junk folders. If you are receiving them, are they close to what you are looking for or do I need to "tweak" the search? I look forward to hearing back from you.

Best Regards,

**Template:** 11.0 Close Out

**Subject:** Should I Continue Sending Properties To You?

**Message:**

I've been sending you listings and Information from [www.AllAlaskaProperties.com](http://www.AllAlaskaProperties.com) and [www.KristanCole.com](http://www.KristanCole.com), but have not heard from you. I do not want to clog up your email with unwanted material, so just let me know if you want me to continue sending you properties or if I can assist you in anyway. Thank you for using our website--hope it is helping your search!

I look forward to speaking with you.

Best regards,

**Template:** 11.1 Close Out - Short

**Subject:** Should I Continue Sending You Properties?

**Message:**

I hope you are doing well. I just wanted to know, should keep sending you daily email updates?

Best Regards,

**Template:** It's Me Again

**Subject:** Home Search

**Message:**

It's Me Again. :o)

I see you are continuing to use the site, which is great!

Do you have a time frame for your move? Please let me know, I am here to serve and happy to help.

Best regards,

**Template:** Referral

**Subject:** Anyone You Know Who Might Be Looking to Buy or Sell?

**Message:**

Other than yourself, do you by chance happen to know anyone who might be looking to buy or sell real estate that you might want to refer to me?

Keep me posted,

**Template:** Still in the Market

**Subject:** Still in the Market

**Message:**

I was wondering if you were still in the market for a new home. If so I would love to hear from you to discuss your needs and wants in a home! Any questions at all, please shoot me an email or call me.

Keep me posted,

**Template:** Quick Question

**Subject:** A Quick Question For You

**Message:**

Are you still looking to buy a home in [ProspectsSearchArea]?

## LEARN MORE

**To contact Jason or send a referral in Alaska:**

- Email: [Jason@theKristanColeTeam.com](mailto:Jason@theKristanColeTeam.com)
- Websites: [www.AllAlaskaProperties.com](http://www.AllAlaskaProperties.com) or [www.kristancole.com](http://www.kristancole.com)

**Learn more about Jason's Market Leader system:**

- Call **1-888-820-4778**
- Market Leader is the provider of Jason's lead capture website, integrated contact management system, pay-per-click advertising and team management software.

## THANK YOU FOR JOINING US

We look forward to helping you take your business to the next level!

- Shannon and Kris  
The Market Leader Team