

## **Command Your Listings Facebook Lead SmartPlan**

### **Day 1**

#### **Text**

Hey CONTACTFIRSTNAME! This is AGENTFIRSTNAME with Keller Williams. Thanks for taking a look at the home I posted on Facebook. It really is a great home! Do you have any questions about it? If you can't remember what home it was, let me know and I can send a link to it.

*OPTIONAL: Duplicate each Smartplan for every home that you run a FB ad for. Then replace the last part of the last sentence with a link to the listing.*

#### **Task (non-touch)**

Add lead to neighborhood associated with the specific listing advertised

#### **Call**

**(This is only call listed on this outline. Trickle calls in throughout for best outcome)**

Attempt to connect with CONTACTFIRSTNAME

#### **DELAY 1 DAY**

### **Day 2**

#### **Email**

Hi CONTACTFIRSTNAME,

I wanted to introduce myself and see if you have any questions about the home you had looked at on my Facebook recently. If you don't remember it, I can resend the link to it if you would like. I know that if you looked at multiple homes, they can easily run together. Just let me know! :)

I reached out to you yesterday on the phone and didn't hear back so I may have the wrong number. I have CONTACTPHONE as your number Let me know if that's right.

Looking forward to hearing from you!

AGENTSIGNATURE

#### **DELAY 1 DAY**

### **Day 3**

#### **Text**

Hi again CONTACTFIRSTNAME! AGENTFIRSTNAME with Keller Williams here again. I realized in my text the other day, I didn't ask if you were looking to purchase a home soon or later down the road. Obviously, that can make a difference of when to look at homes. So are you looking for something in the near future to purchase or do you need more time?

**DELAY 1 DAY**

**Day 4**

**Email**

Hi CONTACTFIRSTNAME,

When looking at homes online, it'd be nice to be able to see the details of the neighborhood. I am going to setup a search for this area that will update you of new listings and more. If there are any other areas you are interested in, let me know and I can add them to the search.

Looking forward to helping!  
AGENTSIGNATURE

**DELAY 1 DAY**

**Day 5**

**Add to SmartPlan (Bi-weekly Neighborhood Nurture)**

*If you haven't added it to your SmartPlans yet, you can find it in SmartPlans Library*

**DELAY 1 DAY**

**Day 6**

**Text**

I sent you an email yesterday with homes for sale in the area. Did you receive it?

**DELAY 2 DAYS**

**Day 8**

**Email**

Hello CONTACTFIRSTNAME,

I hope you are doing well! I just wanted to verify if you received the homes for sale email I sent a couple days ago. Let me know if you didn't and I can resend!

Thank you!  
AGENTSIGNATURE

**DELAY 5 DAYS**

## **Day 13**

### **Text**

Hey it's AGENTFIRSTNAME again.I wanted to let you know the homes I sent you may qualify for \$1,000 back at closing and zero lender fees. Have you applied for a pre-approval or would you like more info on that?

**DELAY 3 DAYS**

## **Day 16**

### **Text**

CONTACTFIRSTNAME, I am sure you're busy and don't want to be a pest. Just wanted to follow-up on my last text about the savings on a mortgage I can send to you. Would email be better to send that info to?

**DELAY 2 DAYS**

## **Day 18**

### **Email**

Hi CONTACTFIRSTNAME,

I sent you a text the other day about saving money on your mortgage with the possibility of Zero Lender Fees and \$1000 back at closing. I wanted to send you a link with more information about that for you to look at whenever you would like to. Just click here to see if it may work for you:

Have a great day!  
AGENTSIGNATURE

**DELAY 5 DAYS**

## **Day 23**

### **Text**

Hey I was looking at some homes with clients the other day via Video call. If you are interested, I wanted to offer that option to you. Would mornings or afternoons be better for you?

**DELAY 7 DAYS**

## **Day 30**

### **Text**

CONTACTFIRSTNAME, it seems like you aren't quite interested in purchasing just yet so I wont keep text all of the time. I do want you to know when that time comes, I am here to help. If you drive by a house with a for sale that you're curious about, just shoot me a text! Have a great day!  
-AGENTFIRSTNAME

**DELAY 7 DAYS**

**Day 37**

**Add to SmartPlan (Either Long-Term Nurture or another custom plan to nurture)**

**FOR MORE COMMAND ASSISTANCE, GO TO  
COMMANDCONSULT.COM**