

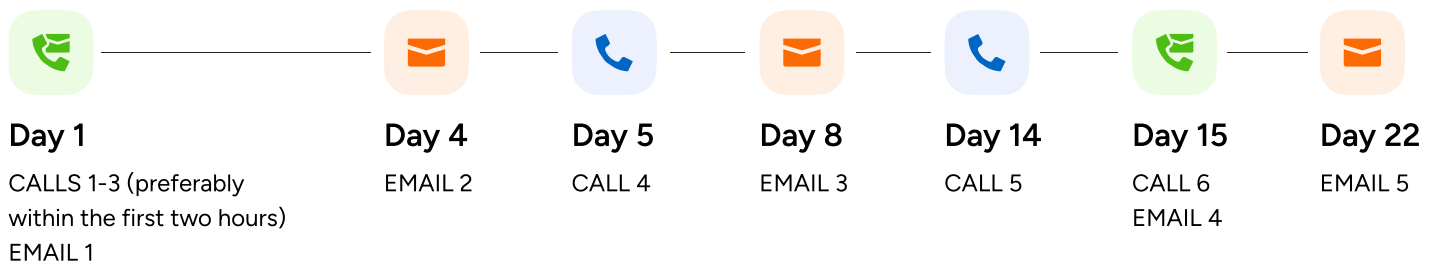
The Art of the Follow-Up: Turning More Leads Into Clients

A consistent follow-up strategy is essential for engaging homeowners and boosting your close rate, but what does that look like? We lay it all out with a schedule and best practices to showcase your value so prospects pick you over the competition.

Lead Outreach

Did you know prospects need an average of 10 “touches” before becoming a client? So no, you’re not going overboard with your communication, but every interaction should be genuine, concise, and helpful.

Research shows the faster you respond to a lead, the more likely you are to win the project.



The Sales Meeting

Here’s a simple formula for dazzling prospects with reasons to hire you:



Follow-Up Guidelines

Stay top-of-mind with messages that are short, to the point, and always personalised.

EMAILS

Respect their inbox by adding value every time:

- Use a descriptive subject line that’s 5 words or less
- Keep your message concise (50-125 words)
- Include 1 to 3 questions about their project
- Add relevant photos from your portfolio
- Link to your Houzz profile and/or website
- Close with a call-to-action

VOICEMAILS

Make it personal with helpful check-in messages:

- Keep it brief – 20 to 30 seconds is enough
- Remind them who you are and how you can help
- Ask about project details or answer common questions
- To reinforce your message, recap it in your next email
- Leave your number (yes, even with today’s caller ID)