

2) Follow-Up on Seller's Requested Date

Day Of Reminder

"Hi {FirstName}, just following up like you asked about your property at {Address}. Derek is still interested and ready to chat whenever works best. Would you like to schedule a quick call this week? {Calendly}."

If No Reply (3–4 days later)

"Hey {FirstName}, circling back on our follow-up. No pressure at all—just making sure I reach you at a good time. Should I hold a spot on Derek's calendar, or check back another time?"

Polite Close-Out (7 days after follow-up date)

"Hi {FirstName}, I'll close my file for now unless you'd like to revisit selling {Address}. If circumstances change, Derek would be glad to reconnect and make a cash offer."

Tone & Agent Rules

- Always **acknowledge the missed call or prior request** → builds trust.
- Offer **flexibility** ("afternoon or evening") instead of just dropping the Calendly link.
- **Stop after 3 touches** unless the seller re-engages → avoids feeling pushy.
- Mark CRM with a "Next Contact Date" if they still say "check back later."