

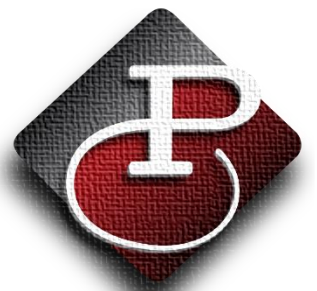
PREMIUM GROUP REALTY

Online Lead Conversion

2019



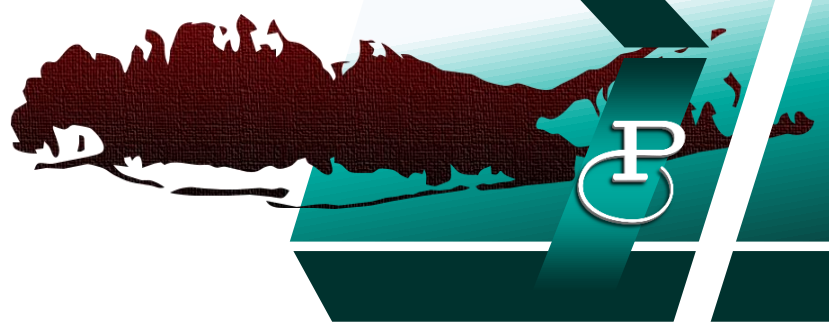
What You Say Matters





ONLINE LEAD CONVERSION

ONLINE LEAD CONVERSION EMAIL



FOLLOW UP EMAIL / TEXT

To:
Cc:
Subject: [Sellers](#)

Thanks for requesting a report on your home!

One quick question while I pull the data together - have you made any upgrades that would affect your home's value?

To:
Cc:
Subject: [Buyers](#)

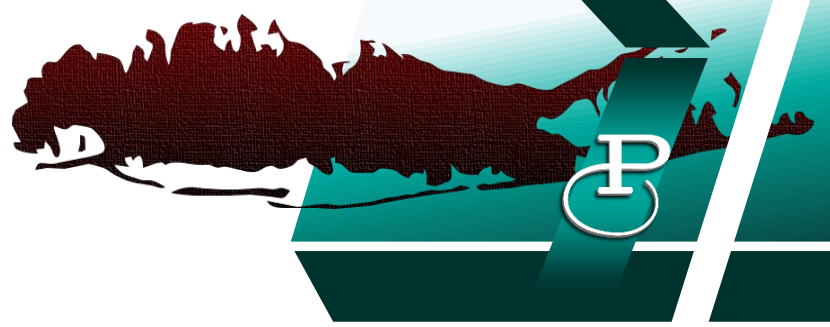
Thanks for requesting a free home search account!

One quick question while we get your account setup - are there any "must-haves" in your next home?

To:
Cc:
Subject: [Universal Reply](#)

Great questions, what's a good time and number to chat?

ONLINE LEAD CONVERSION TEMPLATES



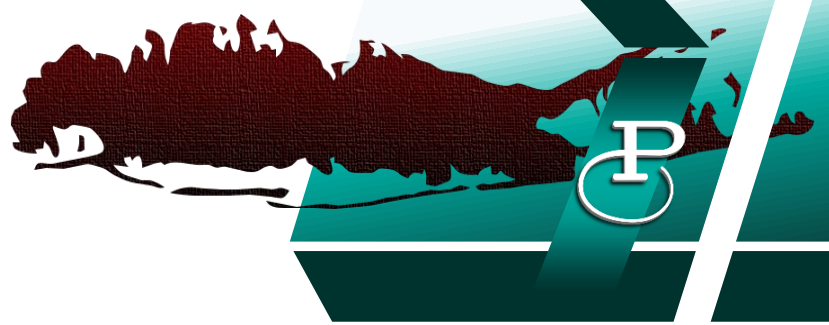
FOLLOW UP DIALOGUE

Remember that your intention from the call is to **SET THE APPOINTMENT**

Hello (Client Name) how are you today? ... This is (Name) from Premium Group Realty

- 1 You were recently on our site and we wanted to thank you for registering.
- 2 We received your request regarding getting a really good deal on a property in the area ... Is that the area you're looking to buy in?
- 3 What type of property do you like best ... Condos or houses? (**Wonderful**)
- 4 What price range are you looking to buy in? (**Terrific**)
- 5 I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (**Excellent**)
- 6 Is your house currently on the market? (**Really**)
- 7 (If Renting) Are you under a month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
- 8 How have you been searching for homes?
- 9 Since your looking online you aren't working with an agent right?
- 10 How can we help you buy a home...
- 11 Let's meet for 15-20 minutes ... so I can show you how we can help you buy a home in today's competitive market and exactly what our team can do to assist you.

ONLINE LEAD CONVERSION TEMPLATES



FOLLOW UP DIALOGUE

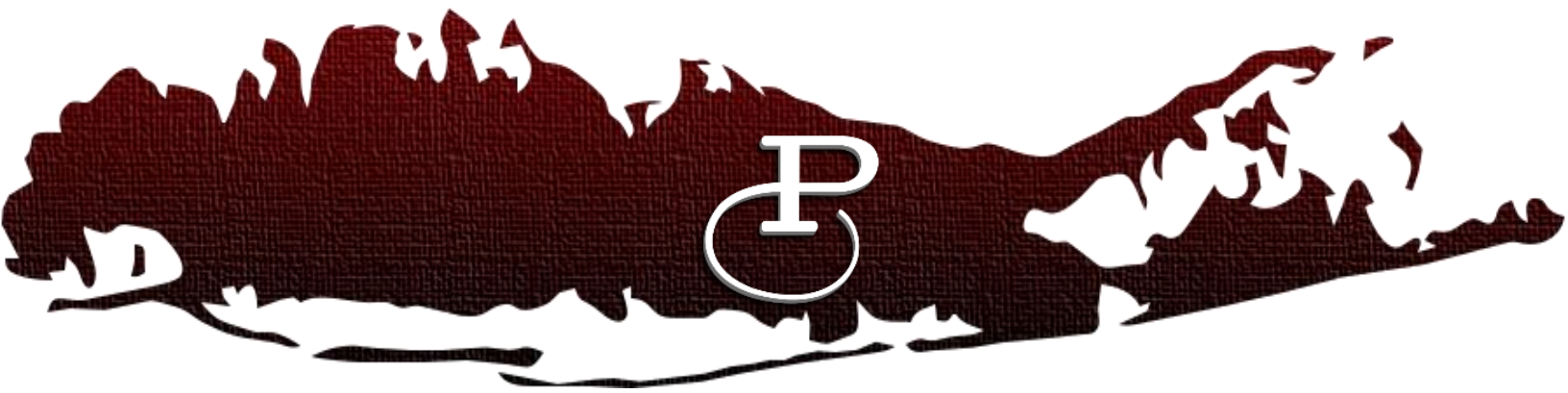
- 12 What would work better for you? ... day/time or day/time.
- 13 Great! Our office is at: 450 Sunrise Highway
Rockville Center NY 11570
Our office number is: 516-243-7570
and my number is: 000-000-0000
- 15 I'll send you out a confirmation email to
- 16 Is your email address (Confirm email address)
- 17 And is this the best number to reach you at? 000-000-0000
- 18 Every seller is going to want to know ... are you going to be paying cash ... or have you been pre-qualified by a loan officer? (Perfect)
- Cash - Sounds Great ... When we meet please bring proof of funds ...
- Lender - Awesome ... our clients always ask us for a second opinion ... would you like one?
- No Lender - With such a big decision ... who you work with matters ... we have a great relationship with (Loan Officers Name) he/she helps all of our clients ... why don't I have them give you a call?
- 19 Great ... thank you again and we look forward to assisting you!
- 20 Name ... will you do me a favor and let me know if something comes up and you can't make it at

A graphic featuring a dark brown crocodile silhouette on a teal background. A large, stylized white 'P' with a copyright symbol is overlaid on the right side of the crocodile.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

PREMIUM GROUP REALTY

Committed To Excellence



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Nassau • Suffolk • Queens • Brooklyn