

Bad Number Campaign

When working with online leads, one of the most common problems agents face are leads that don't enter a valid phone number.

Very often it happens that they do so deliberately, however, sometimes this happens due to a typo or an honest mistake.

The most important thing to keep in mind is to not delete these leads or classify them as junk. There is a lot of potential and opportunities hiding in these leads.

"I mark the number as invalid, when they try to use the system it prompts them to enter a correct phone number. I had 2 people verify their phone numbers this morning."

Tom Walker, RE/MAX REALTRON REALTY INC

"I had a lead that registered with an invalid phone number. I marked it invalid, they change it to a valid number, so I called them and they ended up becoming a client and purchasing a home."

Jeff Sefton, FAITH WILSON REALTY GROUP INC

Note: The AgentLocator CRM allows you to mark a phone number as invalid, in case of which the lead cannot view any listings on your website unless they enter the correct number.

Our data shows that leads who initially entered an invalid phone number and then were asked to enter a valid one upon their next visit **are 193% more likely to convert. Or in other words, such leads are almost THREE TIMES more likely to convert!**

Good luck using the templates below!

Email 1

Subject: Oops - I think we got something wrong!

Delay- Right Away (1 minute)

Hello [FirstName],

I have here that your phone number is [Phone], which is triggering as an invalid number in our system. What would be the best number to assign to your account?

A valid phone number needs to be in my system so you continue to receive property listings.

Please confirm, so I know it's a real human on the other end :D

If you don't prefer being called and would rather like to just continue receiving listings and communicating via email, I completely understand and I promise to stick to whatever way of communication you feel most comfortable with.

Best,

[Signature]

Email 2

Subject: Tried calling you...

Delay 2 days

I was hoping to have a phone conversation with you regarding the property in [MostViewedCity], price range of [LookedAtPriceRange].

I tried the number but to no avail. I keep getting the local pizza joint.

Knowing your wants and needs would really help me serve you better and find you the most suitable property in [MostViewedCity] or any other area you'd like to explore. And I can do this best if we can have a short phone conversation.

Looking forward to working with you.

Best,

[Signature]

Email 3

Subject : What are your plans, [FirstName]?

Delay - 5 Day

Hi [FirstName],

Unfortunately, you still haven't confirmed the best phone number you can be reached on.

I can completely understand if you are just casually browsing and still not looking to purchase anything. We all start there.

On the other hand, if you are looking to move in the next year, it'd be awesome if we could talk in more detail about the requirements of your dream home.

Here is my number: [enter your phone number]

If you have any questions or you see any property you like and would like more details on it, please feel free to send me a text or call me.

Best,

[Signature]

Email 4

Subject: Are you just looking, [FirstName]?

Delay: 5 Days

Hello [FirstName],

You may just be looking and that is great! We just want to make sure we are sending you what you really want to look at.

Happy to have a conversation. Is your phone number [Phone]?

It is important that while you are just looking, we are sending you the proper Information.

The ball is in your court.

[Signature]

[LeadVisitedUserWebsite]

Email 5

Subject: We keep missing you!

Delay: 5 Days

Hello [FirstName],

We don't want to be a pain, we are just trying to get in touch with you so we know what your situation is.

When would you like to make a move?

Next month?

Next year?

Are we sending you the right properties?

[Signature]

[LeadVisitedUserWebsite]

Email 6

Subject: Still viewing homes in...?

Delay: 5 Day

Hello [FirstName],

This might be a far stretch, and I may be sticking my neck out, but are you ready to go look at homes?

Are you still viewing homes in [MostViewedCity]?

Have you checked our website lately? Here is a link! [LeadVisitedUserWebsite]

[Signature]

[LeadVisitedUserWebsite]