

## RENTAL LEADS

### PRO TIP:

The trick with rental/lease leads is to make your follow up snappy and to the point, as the decision making process is much faster than with typical buyer and seller leads. But also remember, rental leads can often turn into buyers, so it's important to nurture them correctly, even if they don't rent through you.

### STEP 1: WELCOME SMS

#### SEND AT LATEST 5 MINUTES AFTER REGISTRATION

Hi [FirstName], you just looked at rentals in [City]. I set you up to receive the newest rental properties within the [LookedAtPriceRange] price range. Could I give you a call these days to discuss the action plan - your must-haves, no-goes and timeline?  
[AgentFirstName] from [YourWebsiteName]

### STEP 2: WELCOME EMAIL

#### SEND RIGHT AFTER WELCOME SMS

***Subject: Ready to move?***

Hi [FirstName],

This is [AgentFirstName] from [YourWebsiteName].

[Insert a video introducing yourself or write a few interesting facts about yourself -> for example:  
As a quick introduction: I'm a huge Harry Potter fan, I have two ginger tabby cats named Blue and Pink and a Polish yardi called Milo. I love yoga and occasionally enjoy a hike.]

I too used to rent until I was 33, when I finally made the decision to buy a home for myself.

And then I had to rent again, when I decided to renovate my home.

And I know how frustrating it can be to find the perfect rental. Even if you don't perceive it as your forever home, it still matters where it is and how it looks.

I would love to help you in your rental search.

I've set you up to receive updates about new rentals coming onto the market based on your search criteria.

Should you have any questions, please let me know. My contact details are below.

Best,  
[Signature]

**DELAY: 1 DAY**

**STEP 3: SMS**

Hi [FirstName], just wondering if you are still considering renting or you just didn't have time to come back to me? Let me know if anything's changed.

[AgentFirstName]

**DELAY: 2 DAYS**

**STEP 4: EMAIL**

***Subject: Reasons***

Chris was renting from the day he left his parents' house until he finally decided to buy a house when he was 37. His rentals had to be close to where his job was.

My friend Jenny had to rent a place while she was getting divorced. Her imperative was to be as close as possible to her mother's place, so she could visit more often.

Beth and Nicola bought a fixer-upper, so they had to rent until it was ready as they sold their apartment in the meanwhile. They wanted a place close to their children's school.

I had to rent while my home was being renovated. The place I rented was a 10-minute drive away from my home as I wanted to be able to check in on the work at any time.

So, there is a lot of reasons why people decide to rent.

If I can understand your situation I can also be better at my rental suggestions.

What are your priorities when looking for a place to rent?

Best,  
[Signature]

**DELAY: 2 DAYS**

**STEP 5: EMAIL**

***Subject: Prepared?***

When I was about to rent my first apartment, I was super excited, but also super anxious. I didn't know what to expect.

I started by looking at available rentals, calling the landlords and figuring out the schedule in which I wanted to see the apartments.

And it took me almost two weeks of looking until I found what I was looking for. A studio apartment close enough to my new job, but in a less noisy neighbourhood.

When I called the landlord to discuss when I can move in and when we can meet to sign the contract, I received a cold shower.

She had looked at my credit score and wasn't really happy with it, so she gave the apartment to another guy who had provided her with a copy of his employment contract and a letter from his previous landlord.

I, a first-time renter, wasn't looking so attractive to the landlord next to him. So she went for the safe bet.

When you are renting for the first time it might be very difficult to prove you're capable of paying the rent.

So, if you don't have any recommendations from your previous landlord, then at least make sure to have a copy of your employment contract or your bank account balance (with at least enough money on it to pay for the security deposit and the first two rents) ready.

Should you have any questions, especially if you are renting for the first time, don't hesitate to reach out.

Best,  
[Signature]

**DELAY: 3 DAYS**

**STEP 6: SMS**

Hi [FirstName], [AgentFirstName] here. I'm wondering if you found any rental you have liked so far, so we can arrange for you to take a look? If you haven't, we can always adjust your search criteria.

## **DELAY: 3 DAYS**

### **STEP 7: SMS**

Hi [FirstName], usually clients I work with have a few favourites after a week. But I still haven't heard from you. Have you given up on your search or have I dropped the ball?

#### **PRO TIP:**

As mentioned, rental leads convert faster, so don't worry about your nurturing campaign being shorter.

## **BONUS - Emails to send to your rental clients**

#### **PRO TIP:**

Rental leads can easily turn into buyers. Here are some suggestions on how to nurture these leads.

## **EMAIL**

***Subject: "Are you kidding me?"***

Bobby came to me a few years ago. After looking at his situation and assessing his finances I said he could easily stop renting and buy a home.

"I can recommend you some lenders if you want, but my guess is that you can easily buy something in the \$450,000 to \$500,000 range," I concluded.

"Are you kidding me?", he replied. "You must be kidding me."

I knew Bobby as a hard-working guy. He was recently promoted to be the manager of a gas station he worked at for the last 6 years.

I met him a few days before the above-described meeting when he told me about his promotion. He also mentioned he was still living in the same apartment as the last time I met him years ago.

That's when I asked him to pop by my office and I'll look into whether or not he'd be able to afford something on his own.

He wasn't even aware that he'd a good mortgage candidate.

Like Bobby, many people think that it's better for them to rent. Sometimes they just think that buying a property is complex, some of them are afraid of the burden of debt.

But more often than not, your mortgage instalments would be close to the cost of your monthly rent or just slightly higher. So, for the same monthly budget, you'd be able to choose where you live and how to furnish your apartment/house.

If you think you'd also be in a position to stop renting and buy instead, I'm here to walk through all the steps necessary in order to make this process as easy for you as possible.

Let me know if you're considering buying any time soon.

Best,  
[Signature]

## **EMAIL**

***Subject: I hate when people ask me this...***

Of all the questions I receive from my clients, the most common one is: "Do you think it's the right time to buy/sell now?"

Most people expect me to answer them with an overview of the market. I just plain and simply say:

The right time to buy/sell is whenever you perceive you are ready for that step.

Most people I work with buy their homes with the purpose to live in them, not to speculate on the real estate market.

So, what's happening on the market shouldn't really hasn't really been that much of an impact factor with my clients.

If you need to upgrade because your family is growing, it's not likely you'll be waiting for prices to fall, as it could take a few years.

If you need to sell your house because you're moving, you're most likely to sell it even if prices are not as high as you expected.

However, if you are renting, there would be an optimal time to start looking for a property to buy. In my experience, it's around 6 months before your lease contract is up for renewal.

This will give you enough breathing room to go and look at a large number of properties, get pre-approved for your mortgage and arrange for your move.

You are about to hit this six-month mark.

If you are thinking about buying, please let me know, so we can start assessing your options.

Best,  
[Signature]