

SELLER LEADS

PRO TIP:

Our seller campaign is based on leads collected through the HomeWorth/HomeEvaluation tool. If you don't collect seller leads this way, you can slightly change the first email and SMS to reflect your lead source.

STEP 1: WELCOME SMS

SEND AT LATEST 5 MINUTES AFTER A PERSON REGISTER FOR AN ONLINE HOME EVALUATION

Hi [FirstName], you just found out the price estimate for your home. But that's just an estimate. The real price depends on a ton of other factors. If you are looking to sell within the next year, I'd be happy to do a more accurate estimate, so you know where you stand. Let me know if this is the case.

[AgentFirstName] from [AgentWebsite]

STEP 2: EMAIL

SEND RIGHT AFTER THE WELCOME SMS

Subject: Surprised?

Hey [FirstName],

I'm [AgentFirstName] from [AgentWebsite].

[Insert a short video about yourself]

I can't tell you how many times I've heard from my clients that their home evaluation has surprised them. In a good and in a bad way.

The evaluation you received is just an estimate. The real value depends on several factors. Here's what to consider:

- ***Recent sales and historical data.*** The price of your home is largely based on recent activity in your neighbourhood

- **Features and upgrades in your home.** Ceiling height, hardwood floors, a finished basement, a modern kitchen and more can increase the price of your home
- **Lot size.** A unique lot size may increase the price of your home depending on the area and comparables
- **Location.** Different areas / communities carry different price tags.
- **Surrounding amenities.** Is your home close to schools, malls, stores, local authorities, highways etc?

If you'd like me to do a more accurate estimate, so you know exactly where you stand, just let me know.

[Signature]

DELAY: 1 DAY
STEP 3: SMS

Hi [FirstName]. People who, like you, are interested in how much their home's worth usually have a timeline in mind for when they'll be selling. Sometimes this means really fast and sometimes it's a few years away. What's your situation?
[AgentFirstName]

DELAY: SEND RIGHT AFTER SMS

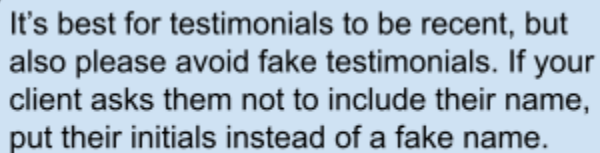
STEP 4: EMAIL

Subject: *Wanna join?*

Hi [FirstName],

below are some of the homes I sold over the last few years, as well as testimonials from several clients.

[Insert screenshots of testimonials]



It's best for testimonials to be recent, but also please avoid fake testimonials. If your client asks them not to include their name, put their initials instead of a fake name.

Let me know if you're ready to sell and join the club of happy home sellers.

[Signature]

DELAY: 2 DAYS

STEP 5: SMS

Hi [FirstName], Want to know when your neighbours list? I have this great system called Nosy Neighbour that notifies you when a property from your neighbourhood gets listed. It's completely free. Just let me know and I'll set you up to receive the alerts.

[AgentFirstName]

DELAY: SEND RIGHT AFTER SMS
STEP 6: EMAIL

Subject: The S Word

“Is this really necessary?” Steve asked me, probably the tenth time that day, while a couple of movers were putting the last boxes into the truck.

Those boxes included his beloved sports memorabilia collection, several artworks and his entire library.

“Let the man do his job, Steve”, Pat, his wife, replied, visibly annoyed, which I could tell by the fact that she was rolling her eyes. Again.

Given the fact that she also had to part her way with an extensive collection of porcelain cats and kittens, she was taking this situation much better than Steve.

90% of the people I’ve worked with on selling their homes hate the word “*staging*”. Ok, maybe “*hate*” is a too harsh word. But definitely dislike.

Despite the fact that staged homes sell faster. And sell above the asking price most of the time.

Psychology has helped me understand why.

Staging means your home is not really your home anymore. It’s stripped from most of the personal things in there. You’re slowly preparing the home for the next owner.

This, of course, is really hard for most people.

Especially for people like Steve, who spend their entire childhood in the house, they are now about to sell.

When they decide to sell, most people would prefer to keep their homes the way they are now, so that they can be at home really until the last day.

But staging is really important. It helps the potential buyer to picture themselves easier in your home. If your personal belongings are scattered around, this becomes really hard to do.

But it also helps you. Staging actually comes in three phases.

1. Decluttering - getting rid of all the stuff you don’t and won’t need anymore. You can gift it, have a garage sale, sell it online or, if applicable, donate to charity
2. Depersonalizing - moving your personal belongings like artwork and collectables into a storage unit (or your new home if you’ve already purchased it)

3. Staging - bringing in professionals to rearrange and redecorate your place in a way that'll make it look more expensive and desirable to potential buyers

By staging, you are actually already making your move much easier and less hectic. Although it may be emotionally awkward, this will also make it easier for you to say the final goodbye to your old home when the time has come.

And even if you are looking to sell your home quickly, and may not have time to fully stage your home, putting away some of your personal items and decluttering from stuff you don't need can help make a better impression with potential buyers.

Your real estate agent should have a list of staging and other professionals with whom they work regularly, so you don't have to waste time finding someone reliable to work with.

So, yes, even if staging will make you feel like you're living in "a stranger's house" for a while, having an experienced real estate agent on your side serves as a guarantee that this period will be as short as possible.

Best,
[Signature]

DELAY: 4 DAYS
STEP 7: EMAIL

Subject: Spy

Cheryl, a really close friend of mine recently decided to search for a new home.

She didn't really want to change the neighbourhood, but she wanted a different layout with a bigger garden.

While her real estate agent was putting together an accurate evaluation for her current home, getting the place photographed and filmed and so on, Cheryl decided she'll channel her inner Johnny English.

She looked at some listings online she really liked in her neighbourhood and went into spy mode.

So every day before work, she'd go around and stalk the properties she liked, looking at them from the outside, assessing whether the garden is meeting her high standards.

"I can never really tell from the pictures", Cheryl said to me while we were having lunch together at the time she was in full spy mode. "I'd rather eliminate right away those I don't like."

And you know what?

Cheryl is not the only one. You'd be surprised how many people create their property shortlists based on "curb appeal" - how much they liked a property from the outside.

So, to cater to the needs of property spies, don't just prepare the inside of your property. Put the same amount of attention towards the outside as well.

Here are some basic tips to master the art of curb appeal:

- Clear all debris, throw out old items and store all unused items
- Keep your lawn well-manicured
- Give your deck a power wash
- Take out your paintbrush and add a new coat of paint on window frames, deck/patio and entryway doors
- Check for bees' or wasps' nests and hire a professional to remove them
- Add some elegant lighting to give your garden a more sophisticated look.
- Decorate your front door with new kick plates, handles, locks and doorbells with a more stylish and modern look
- Give your entryway a makeover by sweeping away dust, adding some colourful flowers and an interesting "Welcome" mat

Hope this helps and if you think that doing all this might be overwhelming, remember that your real estate agent can and should help out with properly preparing your home for the market.

Best,

[Signature]

DELAY: 6 DAYS

STEP 8: SMS

Hi [FirstName], 90% of my clients looking to sell their property also plan to buy another one - a bigger or smaller one depending on their new lifestyle. If you are looking to buy, would you find value in me sending you emails with new properties that come on the market in neighbourhoods you're considering for the new home purchase?

[AgentFirstName]

DELAY: 6 DAYS

STEP 9: EMAIL

Subject: Deterioration

“Hi Roger, it’s [AgentFirstName]. Thanks for filling in that home evaluation form. Just checking if tonight is still ok for me to come by and take a final look at your house?”.

“Yeah, sure”, Roger replied. “See you tonight.”

Roger decided to list his family house about six months before this phone call. He’d rather live in a condo and use the rest of the money to invest in his business idea.

The house needed some fixing - no major renovations have been done for at least 30 years. It looked almost the same as it did when Roger was a child.

So he decided to invest in renovating the house before listing it - this was a sure bid to increase the value of his home.

From what he sent me over, this was a nice listing. Two bedrooms, two bathrooms. a multi-purpose basement and a garage.

Except it wasn’t really.

Roger’s efforts were really mostly focused on fixing the landscaping and repainting the house. And adding a pool.

Which most people think will add tremendous value. However, it doesn’t.

Giving a fresh coat of paint was definitely a good call, but having a pool and focusing on landscaping can serve as a negotiation point to knock down the asking price.

Buyers will complain that that would be too expensive for them to maintain and bid at a lower price.

Here your real estate agent comes in handy because they’ll know what the properties around you offer and what past high-value listings did and did not have. This way you can focus your renovation efforts on stuff that is perceived as a must-have in a certain area.

And if you are unsure when exactly you’d like to put your home on the market, but still want to do some renovations beforehand, here is the rule of thumb:

Focus on improving things that will come up during a home inspection.

Today, home inspections are a must-have for buyers as they help in determining the final bid. So, if you have a set budget, focus on those things which will most probably serve as an excuse to lower your asking price.

This way you can assure that whatever renovations you end up doing based on your budget, that they are actually those that will add the most value and provide the highest return on your investment.

Best,

[Signature]

DELAY: 6 DAYS
STEP 10: EMAIL

Subject: 3 Days

“What? Already?”

Jessica was almost yelling at me over the phone.

“You’ve got to be kidding me?”

“No”, I replied. “It’s real.”

“And, what do YOU think? Should I accept?”, she asked with an almost palpable tone of doubt in her voice.

“I think so, yes. I told them I’ll let them know tomorrow about your decision.”

Jessica had a timeline of 6 months before her move from vibrant Vancouver to the small town of Hope, located at the Kawkawa Lake.

When she reached out to me to help her sell her condo in Vancouver, she was visibly anxious.

“I know six months is probably enough time, but I hate being optimistic”, I recall her saying to me on our first meeting. “I know there’s a ton of stuff that can go wrong.”

On the other side, I knew the location of Jessica’s condo was SUPER HOT. As a matter of fact, I already knew some people who’d probably consider buying it right away.

“Don’t worry. I think you’ll be surprised how fast the offers will come in.”

You see, not everyone who is looking to buy a house is following new listings regularly. I myself have a bunch of clients who don’t care about MLS listings, but rather trust my own judgement in finding the right property for them based on the criteria they laid out.

Before Jessica’s condo even hit the market, we already had a couple of offers: And more were about to come as soon as the property would hit MLS. And I also made sure to include the listing in my Facebook ads for that week.

The result: We sold the property three days after it was put on the market, for 116% of the asking price.

Not to mention how this fast sale helped with Jessica’s anxiety about her move.

Although selling fast was not Jessica’s imperative, everyone likes to sell sooner than later.

Should you want to sell your property as soon as possible, but do not want to compromise much on the asking price consider the following:

- Make sure that your listing is visible on all home search sites like [Zillow and Realtor.com/Realtor.ca]
- Additional exposure can be found through Facebook and Instagram posts and ads, but TikTok and YouTube are also becoming a must
- Open houses are still super important and can bring in people who are not searching on the Internet
- Does your real estate agent have a solid buyer mailing list

Best,

[Signature]

DELAY: 6 DAYS

STEP 11: EMAIL

Subject: Did you know?

Hi [FirstName],

Homes that are staged sell 25% faster. Only 10% of home sellers think their real estate agents effectively used video to market their property. Homes with high-quality photos receive 47% higher asking price per square foot.

As you can see, there is a lot of stuff to consider if you want to get top dollar for your property. And it can be overwhelming. Having a real estate agent makes things easier. Not to mention, if you're in a hurry, a real estate agent can add tremendous value by finding a buyer fast and still negotiating a good price.

Maybe you're just looking at options for the moment. However, my door's always open when you are ready to sell. We'll do an accurate evaluation, hire a professional photographer and videographer, arrange for staging, deal with the problem buyers and do all the paperwork.

So you don't have to.

[Signature]

DELAY: 2 DAYS

STEP 12: SMS

Hi [FirstName], I honestly don't want to feel like I'm pestering you. I understand you're maybe busy or don't want to chat about selling your home at the moment. Let me know if this is the case, so I can close your file.

[AgentFirstName]