



## Text Drip Campaign

*Please note, the merge fields are used from Real Geeks. If you are using a different real estate platform, you may need to update the merge fields.*

### **First Text - 2 minutes after a lead signs up**

Hi {{FIRST\_NAME}}, thank you for visiting my website! Are you looking for a new home or just checking up on the value of your current home? - {{AGENT\_NAME}}

### **Second Text - 5 minutes after a lead signs up**

Do you mind if I ask 2-3 quick questions about your home search? I want to make sure you only get property listing alerts that meet your needs.

### **Third Text - 1 day after a lead signs up**

Do you have an idea of the price range, # of bedrooms and the general area you are looking for?

### **Fourth Text - 2 days after a lead signs up**

I just wanted to circle back with you on this and see if there is anything I can do? We're always here to help!

### **Fifth Text - 5 days after a lead signs up**

I just want to confirm, is this {{FIRST\_NAME}}?

### **Sixth Text - 6 days after a lead signs up**

I put together a list of homes that just hit the market. Would you like me to email you a copy? If so, is {{EMAIL}} the best email?

### **Seventh Text - 8 days after a lead signs up**

Hi, this is {{AGENT\_FIRST\_NAME}} checking back in. Wanted to circle back and see if anything has changed with your search? We're always here to help!



### **Tenth Text - 10 days after a lead signs up**

I've reached out several times and have not heard anything back from you -- wanted to check and see if you still have any interest in continuing your home search? If the timeline has changed, do you mind sharing what that looks like now?



## Email Drip Campaign

### **First Email - 30 minutes after a lead signs up**

Subject: Nice To E-Meet You, {{FIRST\_NAME}}!

Hi {{FIRST\_NAME}},

I noticed you recently registered for e-Alerts on my website. I'm glad you signed up, as this is the quickest way to receive up-to-date information on listings in your area! Our website is refreshed every 15 minutes, so you will be the first to know when a home that fits your preferences hits the market.

Buying a home is an exciting time and I am here to help you navigate through the process. If you ever have any questions about a home or want to schedule a viewing, feel free to call or text me at {{AGENT\_PHONE\_CELL}}.

Have a great day!

{{AGENT\_EMAIL\_SIGNATURE}}

### **Second Email - 1 day after a lead signs up**

Subject: What To Expect From Me

Hi {{FIRST\_NAME}},

I hope your home search is going well! As of now, you are set up to receive emails when your preferred listings come on the market. I'll keep you in the loop with any important market information that may help with your search as well.

If you'd like to see a home, please don't hesitate to reach out at {{AGENT\_PHONE\_CELL}}. My door is always open at the office as well!

Continue Searching For Homes [add a link here for your website]

I'll be in touch,

{{AGENT\_EMAIL\_SIGNATURE}}



### **Third Email - 7 days after a lead signs up**

Subject: Let Me Do The Heavy Lifting For You

Hi {{FIRST\_NAME}},

I want to make sure I am sending along the right information to help you with your home-buying decisions. In order for me to show you the best homes available, I'd love to speak with you about your home search. My number is {{AGENT\_PHONE\_CELL}} if you would like to give me a call. If it's easier, you can reach me at this email!

Until then, would you like me to send more information on what to expect during the buying process (closing costs, fees, steps, etc)?

Please don't hesitate to reach out!

{{AGENT\_EMAIL\_SIGNATURE}}

### **Fourth Email - 14 days after a lead signs up**

Subject: What Are Homes Selling For In Your Area?

Hi {{FIRST\_NAME}},

I hope your day is going well! Did you know that you can find out how much homes are selling for in your neighborhood on our website!? Just click this {{LEAD\_MARKET\_REPORT\_LINK}} and specify your search criteria. The website will generate a report listings all of the active properties, properties under contract & recently sold properties.

If you need any help setting up the report, don't hesitate to reach out to me at {{AGENT\_PHONE\_CELL}}.

Talk soon!

{{AGENT\_EMAIL\_SIGNATURE}}



### **Fifth Email - 30 days after a lead signs up**

Subject: Has Anything Changed With Your Home Preferences?

Hi {{FIRST\_NAME}},

I hope all is well with you and you are seeing a few homes that peak your interest on the site. In case anything has changed, you can easily update your preferences in order to receive properties better catered to your search.

Change Your Preferences Here -> [{{LEAD\\_LOGIN\\_HERE\\_LINK}}](#)

### **Sixth Email - 90 days after a lead signs up**

Subject: A Quick Question

Hi {{FIRST\_NAME}},

At one time you inquired about a property here in the area.

Have you purchased yet or are you still interested in purchasing in the area?

Talk soon!

{{AGENT\_EMAIL\_SIGNATURE}}