10-15 minutes later we text again if there has been no response. A simple nudge is EXTREMELY EFFECTIVE

"Let me know..."

Lastly, if they have gone through the day without responding we try one more text on that same day "Sorry to bug you, just making sure I didn't miss your call, let me know if you are still interested:)

"Hi Joe, thanks for your inquiry on 123 Palms St. Do you have questions about the home or do you want to see it?" - Tristan

First Text goes out within 2 minutes, either from my ISA (Jacob Frye) or from our Riley system - Thanks to Daniel Ahmadizadeh the text reads

"We have time to show you the home on 123 Palms Street tomorrow at 10am or 5pm, let me know if either of those times are good."

If no response within 2 hours, we have our ISA or myself text out the following. This is one of my favorite ones to use, but it doesn't usually get this far because most leads respond by now

ZILLOW & REALTOR.COM

LABCOAT AGENT: THE ART OF TEXTING A LEAD

end or are you just looking?"

GOOGLE & FACEBOOK

15 minutes later we do the same as above

"Let me know..."

"Hi Joe, thanks for visiting our site to search for homes in Malibu (Always use the city name). Do you have any questions about the area or any homes?"

"Hi Joe, I found 1 home that matches what you

are looking at. Do you want to see it this week-

The leads that come in from Google and Facebook are not as ready as the Realtor or Zillow leads, so we take that into consideration when we text

Depending on what time it is in the day we usually text them 2-5 hours later with

At this point I want to see where they are at in the search for a home so this usually gets them to respond and they tell me that they are just looking or they are out of town and not ready etc... Remember that this in NO WAY substitutes calling



