



How to Target Renters and Get Them to Respond

This strategy involves direct mailing renters with a series of postcards and letters designed to generate an inquiry for a free educational report. Once the prospect inquires, you launch a plan for consistently following up until your prospects are converted to clients.

One of our agents who focuses purely on buyer agency told us, “Since I don’t carry any listings, I have to aggressively market for buyers and this approach has worked great. Every mailing I get 2%-5% response for the free report.

I call them first, to confirm their address and kind of warm them up a little bit. I mail them the report. Then I follow up by phone three days later to see if I can get them to take the next step. If they are a little defensive, I try to put them at ease so they’ll be receptive to me later. Then I put them in my contact manager and follow up with them until they do something.”

He also explained, “Every time I mail them a letter or call them on the phone, I have something to offer them. I offer to help them get financed. If their credit is bad, I offer to help them get it cleaned up. If they want to look for a particular kind of home, I offer to send them a list of properties in their range. The main thing is that I let them know that I’m available to be of service and I try to make them feel at ease.”

How effective has this approach been for our agent? He’s doing an average of six to eight transactions a month with it! He does this nine months a year, then he takes three months off and relaxes. Not a bad lifestyle, huh?

So the keys to the approach are:

1. Mail renters a series of postcards and letters offering a free report (examples follow).
2. Once they respond for the report, call them, confirm their address, and begin warming up.
3. Mail the report.
4. Follow up by phone three days later.
5. Follow up every ten to thirty days depending on their buying temperature.
6. Be consistent in your follow up until they do something.
7. Every time you follow up, have some service to offer.
8. In every communication strive to make them feel at ease.

One of the key things to understand with this strategy is: It’s a longer term strategy. Plus, it’s purely a numbers game. When you mail 500 renters a postcard or letter, 10-20 of them will respond for the report. Then with good, consistent follow up 30%-40% will convert over the next six months.

Some will convert quickly, while others will take more time and consistent follow up. So over six months, three to eight prospects will ultimately convert to transactions. If you mail

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500 renters every month and you consistently follow up with every lead, ultimately you will be producing between three and eight transactions every month from this one strategy. The biggest key is consistency of follow up and the willingness to pay the price for six months to make it happen.

A 6-Step Mailing Program for Renters

With this mailing program you alternate mailing renters an “article” one month, a letter the second, an “article” the third and so on. There are three letters and three “articles” for a total of six months. At the end of six months, you simply start over at month one and repeat the process. This mailing approach can be done over and over because the renter market is constantly shifting and changing. Plus, after repeated exposure the likelihood of getting a renter to respond increases significantly.

Another consideration is that you may want to carry this process out on an every-other-month basis. Depending on how aggressively you want to cultivate the renter market, you may find it more appropriate to implement a toned down version of the process I’m about to describe. Whichever the case, if you work the system, the system will produce.

Each “article” is an editorially formatted ad that you should print, fold and tear an edge along the top of the ad, and photocopy it on another sheet of paper. This will make it look like you found an article for your renter prospect to read. Then write (or pay someone to write), with a blue felt tip pen, a quick note above the “article” and sign your name. For example, “Mr. Smith, I thought you might like to read this. John”

If you personalize it with “Mr. Smith” it costs a little bit more, but the response rates will be significantly better.

In order to consistently get the response rates you need to make this strategy work with peak effectiveness, every “little thing” like “personalizing” your mailer is very important. Plus, once you have a system where other people prepare your mailings, it doesn’t take any more of your time to make it “personal.” The rewards will be increased response rates, better conversion rates, and more commission checks cashed!

Special Announcement!

Now You May Be Able to Own a Home of Your Own for Less Money Than You Spend in Rent!

*Special new program for renters makes it easy to own a home!
FREE Educational Report reveals all the details!*

Your Town, State - A special announcement was made last Wednesday that will have hundreds of area of renters moving into homes of their own in the near future. An educational report entitled "Simple, Easy Steps to Owning Your Own Home" has just been released that explains simple and easy steps that can help renters stop paying rent and own a home of their own. Every year renters pay thousands of dollars with absolutely nothing to show for it. This report shows how your current rent may afford you a larger home and how owning a home takes your rent money and turns it into a long-term savings account. Rent gives you zero return, while owning builds your assets. In today's economy, regardless of your circumstances, there are plans for nearly everyone, and this free educational report explains all the details. For your own free copy, call the recorded information line below. It's your money; this report will show you what you can really do. Call now.

For Recorded Information and Your FREE Educational Report Call 1-888-888-8888 ext. 8888 Anytime, 24 Hours a Day! Your Report Will Be Mailed to You Within 24 Hours.

Mailer #2

Date

Mr. & Mrs. Renter
123 Landlord Lane
Your Town, State ZIP

Dear John & Mary,

Now Owning A Home Is Easier Than You Might Think!

*Discover how hundreds of area residents have stopped paying
rent and now own a home of their own!*

Last month I sent you an article about the new programs available for area renters. It's positively amazing!

Now Virtually Anyone Can Own a Home of Their Own

The article explained how a free educational report had been published explaining simple steps that make it easy for virtually anyone to own a home of their own.

That's why I'm writing you. I noticed you didn't request the report and I was wondering... why? Frankly, I was a little surprised that you didn't because this report explains all the "ins and outs" of how to get out of the rent paying trap.

Now you can take the rent you're paying and have it pay for (in many cases) a bigger home. Plus, there are so many advantages to owning a home...tax benefits...build equity...pride of ownership. You have your own piece of the American Dream!

You Can Still Get A Copy!

Since you didn't request a copy of the free educational report last month, I wanted to let you know it's still available. If you would like to receive a free copy call 1-888-999-9999 ext. 9999 anytime, 24 hours a day. It's a recorded information line. Simply leave your name and address on voicemail, and your copy will be mailed out to you within 24 hours.

You've got nothing to lose by getting the information, and potentially a nice new home of your own to gain. So pick up the phone and call for your free educational report today. Also, if there is ever any way I can be of service, please feel free to call me. My number is 123-4567.

Warm regards,

Mary Realtor

P.S. Again, for a free copy of this educational report, call 1-888-999-9999 ext. 9999 - 24 hours a day. Leave your name and address on voicemail, and the report will be sent within 24 hours.

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How to Stop Paying Rent Forever And Own A Home Of Your Own!

*Special new program for renters makes it easy to own a home!
FREE Educational Report reveals all the details!*

Your Town, State - A special announcement made last Monday has local landlords cringing. An educational report has just been released that explains how simple and easy it is for renters to stop paying rent and own a home of their own. Every year renters pay thousands of dollars with absolutely nothing to show for it. This report shows how to put an end to the financial bloodletting most renters unknowingly experience, how the rent you are paying may afford you a larger home, and how to put money back into your pocket. In today's economy, regardless of your circumstances, there are plans for nearly everyone; this free educational report explains all the details. For your own free copy, call the recorded information line below. It's your money! This report will show you what you can really do. Call now.

**For Recorded Information and Your FREE Educational Report Call
1-888-888-8888 ext. 8888 Anytime, 24 Hours a Day! Your Report
Will Be Mailed to You Within 24 Hours.**

Date

Mr. & Mrs. Renter
123 Landlord Lane
Your Town, State ZIP

Dear John & Mary,

**Here's How to Quit Making Your Landlord Rich... And
Put Your Rent Money Back In Your Own Pocket!**

*Discover how hundreds of area residents have stopped paying
rent and now own a home of their own!*

I know I'm being persistent! But you can... own a home of your own!

Are you finding it hard to believe? Well...

Right now, in today's economy, with literally hundreds of options available, anyone (including you) can own a home of their own.

For four months now I've been writing you about a free educational report that explains all the details. Well, I'm doing it again. Why? Because I know the information can help you.

Wouldn't you prefer your monthly payment go toward building your own financial security rather than your landlord's? Every month you pay more money than it would take to own the exact same home. Doesn't that sort of bother you? It should, because you can own a home of your own and be adding to your future financial security. There are so many advantages... tax benefits... equity build up... pride of ownership. It's your own piece of the American Dream!

This Free Educational Report Explains the Details!

Copies are still available. If you would like to own a home of your own, take this first step. Call for this free educational report: "Simple, Easy Steps to Owning Your Own Home." It explains all the details. The number is 1-888-999-9999 ext.9999 - 24 hours a day. It's a recorded information line where you simply leave your name and address on voicemail, and the report will be mailed within 24 hours.

You've got nothing to lose by getting the information and potentially a nice new home of your own to gain. So pick up the phone and call for your free educational report today. Also, if there is ever any way I can be of service, please feel free to call me. My number is 123-4567.

Warm regards,

Mary Realtor

P.S. Again, for a free copy of this educational report, call 1-888-999-9999 ext. 9999 - 24 hours a day. Leave your name and address on voicemail, and the report will be sent within 24 hours.

Your Landlord's "Cat" Is Kicking And Screaming But He's Holding On Tight!

Discover How Last Month Alone 32,156 People Just Like You Found Out How Easy It Is To Own A Home Of Their Own!

Your Town, State - Landlords everywhere are desperately trying to keep the cat from getting out of the bag. The cat? The simple fact that in today's economy it's ultra easy for you to own a home of your own. Many renters are under the misconception that they have to have huge down payments, perfect credit, and be on the job for at least three or four years. It's simply not true. Today there are hundreds of different options for anyone who wants to own a home. Call today and get a free educational report titled "Simple, Easy Steps to Owning Your Own Home" that explains all the details.

For Recorded Information and Your FREE Educational Report Call 1-888-888-8888 ext. 8888 Anytime, 24 Hours a Day! Your Report Will Be Mailed to You Within 24 Hours.

Date

Mr. & Mrs. Renter
123 Landlord Lane
Your Town, State ZIP

Dear John & Mary,

**“[Insert Your Name Here], You Lied To Me! You Told Me It Would
Take 60 Days Before We Would Be In Our New Home... It Only Took
27 Days!”**

*Here's how hundreds of area residents have stopped paying
rent and now own a home of their own!*

Is it all really a big lie? Or are people really able to own homes of their own?

It might be hard for you to believe, but chances are that right now you could be living in a home of your very own. Instead of paying rent, you could be building your financial security!

YES! You Can!

It's been six months now. I've been sending you information about a free educational report that will show you how to stop paying rent... and own a home of your own. YES! You can own a home of your own! I know I pound my drum pretty hard about this, but it's true.

Why Do I Keep Writing?

I hate watching people continue to pour money down the drain when they could be building their financial security. Yes, it's true. This is my profession, and I get paid for selling houses. But I've also got deeper motives than just money. When I help someone move into a nice, new home and they actually begin building their future, rather than their landlord's, I get great satisfaction. I can lay my head down at night knowing I did a good thing.

That's why I'm suggesting you take the first step. Find out what other people just like you are doing to own homes of their own. Call my recorded information line at 1-888-999-9999 ext. 9999 - 24 hours a day. Leave your name and address on voicemail, and your report will be mailed within 24 hours. Pick up the phone and call for your free educational report today.

Also, if there is ever any way I can be of service, please feel free to call me at 123-4567.

Warm regards,

Mary Realtor

Your Follow up System Is Everything

Because of the number of buyer leads you can generate with this approach, your follow up system is crucial. As the momentum of this approach builds, you may not have time to handle all the activity. That's why your follow up "system" is so important.

There are a variety of ways you can approach follow up. You can mail follow up letters to stay in touch until your prospect picks up the phone and calls you. This is the most time effective approach, but there's a trade off. By letting your mail do all the work you will convert, but you will diminish your overall total conversion rate.

Another way of approaching it is to control the number of leads you generate. Mail a smaller number of prospects each month, so you can also follow up with every prospect by phone. Use the six month follow up system I'm going to explain and do all the follow up yourself.

Then there's a third way of approaching follow up. You could incorporate the use of a lending affiliate, buyer agent, or telemarketer. This is the optimum way to handle the maximum number of leads. Lenders with a good "hunger factor" can be a great asset to your team. They can call and attempt to pre-qualify prospects and establish a warm lead for you. Buyer agents can work well too, but the portion you pay your buyer agent can be quite significant.

Each method has its benefits and drawbacks. If you do it all yourself, you limit the total volume you can handle. If you partner with a buyer agent, you give up some of the commission. If you work with a lender, their commitment to working every lead may not be as high as yours.

The optimum scenario is a lender who is extremely "hungry" and has good phone skills. This way you don't give up any commission, yet you still get every lead worked aggressively. Whatever system you choose, the key is consistency. Now here's the six-month follow up strategy we recommend...

The Optimum Six Month Follow Up Plan for Renters

Prospect Calls for the Report

You follow up by phone, confirm their address, and begin establishing rapport.

Mail Report

Wait three days, follow up by phone, and begin leading the prospect.

Month One

All prospects you don't convert quickly get mailed letter #1.

Month Two

All prospects who didn't convert get mailed letter #2, then followed up with by phone.

Month Three

All prospects who didn't convert get mailed letter #3.

Month Four

All prospects who didn't convert get mailed letter #4, then followed up with by phone.

Month Five

All prospects who didn't convert get mailed letter #5.

Month Six

All prospects who didn't convert get mailed letter #6, then followed up with by phone.

After Six Months

Flag every prospect who hasn't converted to receive a letter from you every three months for the next eighteen months. After two years, if they haven't converted, purge them from your mailing list.

This is the optimum follow up system. But, as you can see, if you have a large number of prospects funneling through this system, you need efficient systems for getting things done without involving a lot of your time. That's where a lender, buyer agent, or telemarketer could be quite valuable to your business. That's the system. Now here are the scripts and follow up letters:

Before Mailing the Report

"Hello, may I speak with (Mr. or Mrs. Renter)? Hello, (Mr. Renter) this is (your name) with (company). A little while ago you requested a copy of our educational report that explains how to stop paying rent and own a home of your own. I just wanted to call and confirm your address so we can mail the report out to you. Is your address (repeat the information they left on voicemail). Okay, great. We'll put your report in the mail to you right away. Also, as an additional free service, if you have an idea about what you might be looking for in a home, we would like to offer you a list of properties in the price range and area you might begin looking in. Would you be interested in receiving a list of homes you could drive by at your convenience and take a look at?" (Wait for response)

The whole idea behind the question is to open up dialog. Get them to talk so you can begin establishing rapport. Don't take anything they say too seriously though. They will often come back a little defensive and say things like, "Oh, we just wanted to start reading up a little. We're not going to be in a position to move for six months to a year."

Think absolutely nothing of these comments. They're a smoke screen and they shouldn't influence you at all. One of our agents put it perfectly when he said, "Prospects hardly ever tell you the truth right away. I've had prospects swear up and down they weren't going to do anything for at least a year or two. Sixty days later I'm attending their closing."

It's true! Don't buy anything they tell you. Just follow the system and the percentages will all fall into place over time. Again, it's all a numbers game. Now let's get back to the dialog. If your prospect responds and opens up, simply make small talk and begin establishing rapport. Once the conversation begins to tail off end with something like this...

"Okay. Well, as I said, the main reason for my call was to confirm your address and let you know the report is on its way. You should receive it in the

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next day or two. Once you get it, if you have any questions, please feel free to give me a call. Have a nice evening, and I look forward to talking with you.”

That’s it. Simple, easy, and very non-threatening. The whole objective at this point in the game is to simply set the stage for your follow up system. Too many agents want to go for the jugular right away. They start asking for the appointment before the prospect has even had a chance to catch their breath. As human beings, we simply don’t function that way. If I asked you a closing question on a potential \$100,000 sale without ever establishing myself as being trustworthy, your response would be “Yeah, right pal. Goodbye, gotta go now.” Your prospects feel the exact same way when a salesperson cuts to the chase too fast. So be patient, set the stage, and consistently follow through. Your follow up system will take care of the rest.

Three Days After You Mail the Report

At every stage of follow up you want to make your prospect an offer that is easy for them to take you up on. Reduce the barrier of sales resistance by providing “special, free” services. These services may be everyday things to you, but to your prospect they are a complete revelation... things like loan pre-qualification or a list of properties on the market in their range.

Always articulate your offer in a way that builds perceived value in the minds of your prospect. The fact that other agents may provide these services is irrelevant. Your prospect doesn’t know that, and not one in ten of your competitors is clearly telling prospects any of these things.

For example:

Hello may I speak with (Mr. or Mrs. Buyer). Hello (Mr. Buyer), this is (name) with (company). How are you this evening? A couple of days ago I mailed you a report about how to stop paying rent and own a home of your own. I just wanted to follow up and make sure you got it okay. Do you recall if you got the report okay? (Wait for a response) Great! Did you get a chance to read through it? (Wait for response) Did the ideas seem to make sense? (Wait for response) Well, something most folks renting don’t realize is that in today’s economy there are literally hundreds of options that make it easy for you to buy a home. Were you aware that for the same money you are paying in rent, in most cases, you could afford a bigger home than you’re presently living in... and you would be buying it... and building financial security? (Wait for response - they usually give you “no down payment” or some other challenge) I understand the challenges you’ve just described, but were you aware that there are programs that can even help folks just like you? If I could show you a way that you could easily afford to own your own home, would you be interested? (Wait for a response) The best thing to do at this point would be to have a friend of mine down at (lending company) give you a call. He can explain all about the various options available to you. It’s a completely free service and you’re under no obligation of any kind. It’s just simply to show you what options you have available. I think you will be very surprised. There are programs for everybody. In today’s economy I can virtually guarantee you there is a program that will fit your needs, and the process is a whole lot easier than you might think. My lender’s name is (name). What I would like to do is have him give you a call. He can take a little information over the phone and within a couple of hours can tell you all the options available to you. Again, it’s completely free and you’re under no

obligation of any kind. Would you mind if I have (name) call you to see what you might be able to do?

Notice the soft, gentle way everything was led up to. It's called risk reversal. You reduce the barrier of sales resistance by repeating **"It's a completely free service and you're under no obligation of any kind."** This phrase is stated two times and is critical. By reassuring the prospect that it's a no-risk deal they are much more inclined to take the next step.

If they are resistant to the idea, follow up with something like this:

I can appreciate how you feel and that's perfectly fine. (slight pause) Do you mind if I ask what's caused you to start thinking about possibly buying at some point in the future?

This is a good question for opening up dialog. Warm up with the prospect and slowly see where they are coming from. Seek to understand your prospect. What is it that has them in this defensive posture?

If they continue to be defensive, say something like this:

"Well, the reason I ask is we have a whole list of free services for folks like you, even if you're not going to consider moving for the next year or two. If you plan on owning a home, these free services could be very helpful to you when the time is right. If I knew a little bit about what you might be looking for in the future, I could keep you informed. The whole idea is that I simply want to be of service, and when the time is right, I hope you feel comfortable calling me. (Slight pause) What I could do is send you a list of properties from time to time. That way you can drive by and take a look without a Realtor breathing over your shoulder. The service is completely free and you're under no obligation of any kind. I would be glad to provide that for you if you might have an idea what you would be looking for when the time is right? Do you have any idea what you might be looking for in the future?"

Notice how soft the language is? I use the phrases "might be looking for" and "when the time is right" frequently. These are softeners. Use non-committal language and be very gentle in your voice tone at this point. All you want to do is get them to the next step. That's the entire goal. Again, this is not the time to be shooting for the jugular. Be patient, follow up consistently, and the system will ultimately give you the percentages to make this extremely profitable.

By this time you've made them two offers, given them lender info, and offered a list of homes. If they don't open up and start becoming more involved in the conversation end with something like this:

Well, I can appreciate how you feel, and if there is ever any way I can be of service, please feel free to call me. Also, if you don't mind, I would like to occasionally put some information in the mail to you about different special opportunities for folks who are renting. The companies I work with create special incentives from time to time and, if one of them hits when the timing is right for you, it could potentially save you a lot of money. Do you mind if I mail you information occasionally, just to keep you informed?

They will almost always say “yes” to this question. The idea here is to set the stage for your follow up system. If you get their approval first, they will be much more receptive to your future follow up efforts, and your conversion rates will be significantly higher.

Month One

Follow Up Letter #1

One month after your call, you should mail your prospect a simple letter informing them of a special opportunity your lender has made available for folks “just like them.”

Date

Mr. & Mrs. Buyer
Address
City, State Zip

Dear John & Mary,

An Amazing New Program Has Renters Quickly Getting Out Of The Rent Trap... And Owning Homes Of Their Own!

This is so exciting!

I talked to you about a month ago and told you I would let you know about any special opportunities that could make it more affordable for you to own a home when you're ready. Well, my lender just told me about a special program that might be just the opportunity you've been looking for. He told me for the next 30 days they've got an amazing new program that could be just the ticket to helping you get into a home of your own!

This sort of thing doesn't happen often, so I wanted to let you in on it. If the timing is right and you want to test the water, give me a call and I'll put you in touch with my lender. He is great to work with. Also, please understand when you work with me, this type of service is completely free and you're under no obligation of any kind.

So if there's any way I can be of service, please feel free to call me anytime. My number is 123-4567.

Warm regards,

Your Realtor

Month Two

Follow Up Letter #2

If your prospect hasn't called, one month after letter #1 you should mail your prospect letter #2 informing them of another "special free" service you offer.

Date

Mr. & Mrs. Buyer
Address
City, State Zip

Dear John & Mary,

If I Was Thinking About Buying A Home I Wouldn't Want A Realtor Breathing Down My Neck Either!

*This Special, Free Service Can Let You Look at Your Leisure, Drive By and See, and
When the Time Is Right... You Let Me Know.*

Even though I am a realtor, I know how you might feel.

Sometimes salespeople can be such a pain. They hound you, breath over your shoulder; then they think you owe them something. Frankly, if your considering doing business with them - THEY OWE YOU! That's why my focus has always been to serve you first.

Special FREE Service Makes Looking For A Home Easy... Without A Realtor!

This is so exciting! My clients just love this new service I'm offering. It's a service where I send you a list of all the properties on the market, in the price range and area you might be interested in. I send the list to you every week or two, depending on what's available.

It's such an awesome time saver for you. You don't have to comb through the homes magazines or newspapers because the list will contain every home that could potentially fit your needs. This way you can just drive by in the evening or on the weekend and see if you have any interest. You can shop without a realtor breathing down your neck! Then, if you find one you're interested in, you can call me.

So if you know what you might be looking for, when the time is right, just let me know. And remember, this service is completely free, and you're under no obligation. It's just my way of serving so that when the time is right you'll feel comfortable calling me.

If you would like to receive a weekly update, or if there is any other way I can be of service, please feel free to call me anytime. My number is 123-4567.

Warm regards,

Your Realtor

IMPORTANT NOTE:

When a prospect takes you up on your offer to mail them updated listings every week, your follow up system turns into a weekly process. You won't be mailing any more letters from this series. You'll be mailing them updated listings with a brief cover letter.

Also, if you don't have the ability to send prospects updated information like this on a weekly basis without sitting at the MLS computer endlessly, you should contact your local MLS to see if they offer these services. Most MLS services these days allow you to send automatic email updates to your prospects based on their preferences. If yours doesn't, you might want to do a web search because there are providers out there for this type of service.

Three Days after You Mail Letter #2

It's optimum to follow up by phone three days after you mail your prospect letter #2. As always, the dialog should be completely non-threatening. You just want them to take the next step. Once they do, you are moving down the path together. So the conversation should go something like this...

"Hello, may I speak with (Mr. or Mrs. Buyer). Hello, (Mr. Buyer). This is (name) with (company). How are you this evening? (Wait for response) A couple months ago I mailed you a report about how to stop paying rent and own a home of your own. Since then I've been sending you information about some of our free services. The reason I called was I wanted to make sure you were receiving the information. Have you been receiving my letters? (Pause and wait for response) Well, the letter I sent you about a month ago was about the special financing options my lender had available, and I just wanted to let you know they've extended their special programs another month. So if you've been thinking about possibly starting to look for a home, my lender may have a plan that could help you get started. (Very slight pause) Would you like for my lender to give you a call to see if there's a plan that might work for you?"

If your dialog begins opening up you should be able to flow with it fairly easy. Just offer them your free services and get them to take the next step. Again, don't shoot for the jugular. Just get them to the next step. Once you start heading down the path together, you've got them. On the other hand, if your prospect is defensive, slowly ease up and say...

Well, the main reason for my call was to make sure you were receiving the information I've been sending you. And, like I've said, my whole purpose is to be of service so that when the time is right for you, you'll feel comfortable calling me. So if there's any way at all I can be of service, please feel free to call me. Have a good evening.

By gently exiting the conversation you still maintain your service position. Don't try too hard. Prospects will respond at different times and when they feel comfortable. So just let your follow up system do the work. You will find this approach is much less stressful and over time will yield much greater results than pushing. Just focus on serving the prospect. When you do, everything else will fall into place. *Again, let the system do the work!*

Month Three

Follow Up Letter #3

There are two basic offers we are focusing on with this follow up system; property information and assistance with financing. The strategy is to alternate offers, and each time state your offer in a different way so it appears new.

Date
Mr. & Mrs. Buyer
Address
City, State Zip

Dear John & Mary,

How a Little Mistake Cost Renters \$8,550

The little mistake? Thinking they couldn't afford to own their own home.

A client of mine thought they couldn't afford to own their own home and spent 18 months renting. Then I showed them how simple it really is to own instead of rent.

I know when we spoke about a month ago you said it might be a while before you start seriously looking for a home. But I just had to tell you about another special program my lender has that, if you act soon, could help make it more affordable to buy.

I know I've been talking about the programs my lender has going for about three months, but interest rates are so attractive right now that your timing couldn't be better. With interest rates so low, my lender has created a special opportunity to help you get financed sometimes in as quickly as 24-48 hours! The advantages are tremendous.

But It Won't Last Forever...

I've got to warn you. Market conditions like these don't last forever. In fact, sometimes these things can end overnight. For example, if Ben Bernanke (chairman of the Federal Reserve) decided to bump interest rates even a quarter point... this opportunity is gone!

Market conditions are the best I've seen them in years. But, from experience, I can tell you these things go in cycles. And when they get this good, the next down cycle may take three or four years to cycle out. So if you think the timing may be right, don't put it off. Pick up the phone and call me so we can help you get into a nice, new home.

Lastly, if you have questions please feel completely comfortable asking me for information or advice. You're under no obligation of any kind. So, if you have any questions or there is any way I can be of further service, please call me. My number is 123-4567. I look forward to talking with you.

Warm regards,

Your Realtor

P.S. If you call right away, my lender will do an over-the-phone pre-qualification for you... free of charge. This way you can know exactly how much home you can afford when you start shopping. It's a huge advantage for you when you start negotiating your purchase.

Month Four

Follow Up Letter #4

Date

Mr. & Mrs. Buyer
Address
City, State Zip

Dear John & Mary,

How To Shop For A Home Without A Realtor!

*Special Free Service Lets You Look at Your Leisure, Drive by and See,
and When the Time Is Right... Just Call.*

It's been about a month since I wrote you last, and things are so exciting! I've been helping all sorts of people just like you move into nice new homes.

The time has never been better. I've got so many beautiful properties I could show you if you're interested. Homes with large lots, small lots, acreage, townhouses, condos, one stories, two stories, every conceivable style and amenity; the selection is absolutely wonderful right now. If you're thinking about buying a home, the timing is perfect.

If you're ready to start shopping for your next home, I will generate a complete list of all the properties in the area that fit what you are looking for in a new home. This way you can take a drive by and look them over at your convenience. And if one of them strikes your interest, just call me, and I can set up a showing or give you open house information.

As always, if you call me with questions or if you would like to take advantage of my offer, you are under no obligation. I simply want to be of service. With a focus on serving you, life and business is a whole lot more enjoyable.

So, if you have any questions or there is any way at all I can be of service, please give me a call. My number is 123-4567.

I look forward to talking with you.

Warm regards,

Your Realtor

Three Days after You Mail Letter #4

At this stage you simply want to work the system. Stay in touch, make them a non-threatening offer, and see if the timing is right. Again, the system does the work. So follow up with something like this...

“Hello, may I speak with (Mr. or Mrs. Buyer). Hello, (Mr. Buyer). This is (name) with (company). How are you this evening? (Wait for response) Well, I just wanted to touch base with you and see how things are going. A couple months ago when we spoke, you said you might be interested in starting to shop for a home within the next few months. To help you, one of the free services I offer is to send you an updated list of the homes in the price range and area you might be interested in. You can drive by at your convenience and take a look. You don’t constantly have a realtor breathing over your shoulder. You can relax while you’re looking. And this way, whenever you find a home that interests you, you can call me when you’re ready. Given that it’s free and you’re under no obligation, would you like to be put on my weekly update list?” (Pause and wait for response)

If they say yes, find out what they are looking for, explain how they will get a list every week to ten days (you can offer to either mail or email the list to the prospects – emailing is far easier), and then tell them you are going to have your lender call them so they can get pre-qualified. Once they’ve accepted your offer to provide them a free service, they feel a need to reciprocate. That’s why the perfect time to introduce your lender is right after they’ve accepted your offer. Phrase it something like this...

...great. And, you know, there is another thing that will be a great help to you in this process. I’d like to have my lender call you and help you get pre-qualified. The service is completely free and, again, you’re under no obligation of any kind. But if you find a home you like, it can be such an advantage to be pre-qualified. I’ve seen a lot of folks miss out on the home they fell in love with because someone who was pre-qualified snatched it up before they got their financing in order. Again, it’s completely free, and you’re under no obligation. So would it be okay if my lending affiliate called you and got a little information to help you out?”

If they’re a good prospect, they will almost always say “yes.” If they are resistant, dig a little deeper and see if there are potential credit problems or other challenges that could hinder financing.

You’re not providing these services to be benevolent. It’s about creating transactions through a super-servant approach. But, if the prospect clearly doesn’t qualify, you may want to suggest credit counseling or some other alternative. Be pragmatic but also be careful here. Don’t be too aggressive. You could blow out a good prospect by being too sharp angled in your questioning. Be delicate and sensitive to their feedback and go with the flow.

If they resist and you have good feelings about them, put them on the list to be mailed. If not, you may want to gracefully back out. Whatever the case, be sure to let the system do the work. Don’t be too judgmental or presumptuous. If someone wants to get into a home bad enough, in most cases they can make it happen. It’s a matter of catching them at the right time, and this follow up system will do that when you work it.

Month Five

Follow Up Letter #5

Date

Mr. & Mrs. Buyer
Address
City, State Zip

Dear John & Mary,

I've Made Special Arrangements with My Mortgage Lender for You, If You Are Ready to Start Looking.

I've got awesome news! My lender has done it again!

Since we talked last, my lender has come out with a fabulous new lending program. There are several mortgage packages that can save you money on closing costs and potentially put money back in your pocket at closing. Also, they have special rates for clients of mine who buy in the near future.

I know I've been talking about the special programs my lender has going for several months now, but it's truly unbelievable! Interest rates are at historic lows. I'm so excited because this could prove to be such an advantage for you! But, like I mentioned in a previous letter, market conditions like these don't last forever.

We've had such a good run on interest rates and market conditions that every day I wake up thinking this could be the day the next real estate cycle begins. That's why I really want to encourage you, if you've been thinking about buying soon... now is the time! You couldn't really do any better as far as timing goes.

I know I've said this before, but I will say it again. If you have any questions or there is any way I can be of service, please feel comfortable calling me. You're under no obligation of any kind. So, if I can be of assistance, give me a call. My number is 123-4567.

Warm regards,

Your Realtor

P.S. Even if you have special circumstances that you think might affect your ability to get financed, call me! My lender is awesome at getting every imaginable circumstance financed and still save my clients money.

Month Six

Follow Up Letter #6

Date

Mr. & Mrs. Buyer
Address
City, State Zip

Dear John and Mary,

**They Were Driving Around One Sunday... When They Saw The
Home They Would Soon Be Living In!**

Special Free Service Enables You to Shop For a Home at Your Leisure!

I wrote you about this free service a little over four months ago, and you haven't yet taken me up on it. So I thought I would send you a quick letter to remind you it's available. If you're ready to start shopping for a home, this service can save you a ton of time.

All you do is tell me what you're looking for and in what area. Then, every week to ten days I send you a list of every property on the market that fits your criteria.

This way you can drive by and take a look. If you have any interest in one or more of the homes, just give me a call. You shop at your convenience and save yourself the time of combing through newspapers and homes magazines.

So, if you're ready to start looking, give me a call. I'll provide you this free service for as long as it takes to help you find the right home. And again, remember you're under no obligation. I simply want to be of service and if the time is right, I would be glad to help.

Feel free to call me anytime at 123-4567.

Warm regards,

Your Realtor

Three Days after You Mail Letter #6

This will be your last follow up call. Now you will be a little sharper angled with your questions. You want to do your best to get them to the next step. Follow up with something like this...

“Hello, may I speak with (Mr. or Mrs. Buyer). ***Hello,*** (Mr. Buyer). ***This is*** (name) ***with*** (company). ***How are you this evening?*** (Wait for response) ***Well, I just wanted to touch base with you and see how things are going. It’s been a couple months since we spoke and I wanted to see if you were interested in getting a list of homes mailed to you each week. Have you decided what you’ll be looking for in a home, when the time is right?*** (Wait for response) ***Do you know about what price range?*** (Wait for a response) ***Do you know how many bedrooms and baths and so on?*** (Wait for a response)

If they respond favorably, put them on your mailing list and begin sending them updates every week to ten days. If they don’t respond favorably, simply back out and mail them a letter every three months to stay in touch.