GENSTONE
REALTY

Lead Follow-up Conversation Guide

Provide a New Contribution

When following up on a lead you are incubating, have some contribution or new information, not just calling to check up. Some contributions are:

- Set up an automatic search on Showcase IDX* *(for buyers and also sellers for their area)*
- Send a market data update *(from a public or private source)*
- For buyers, offer to get your lender to contact them, so they know their purchase power
- For sellers, offer to give them suggestions for home improvement contractors
- For sellers, offer to inspect the property to help with repair decisions**

*Set up an Automatic Search on Showcase IDX

To learn how to do this, view the video, "*Showcase IDX – How to Create Search Notifications."*

"GenStone Realty has an excellent tool that sends you targeted alerts of properties on the market in the areas you want, with the basic features you need in your price range. Then, what will help both of us know what you really want is to email me what you like and don't like about each of them. When you are ready to buy, we can identify the exact one when it first comes on the market, so you don't miss out. That's because you will see it at the same time as all REALTORS® and buyers. Should we start that today? Here's what I need."

You need their email address, the area, price range, and necessary property information – beds, baths, etc.

** Do an Inspection Tour to Assist Sellers with Repair Work Done in Advance

"I understand you are not ready to put your property on the market now. We have found most owners have to make some repairs or replacements, updating or some other things to make it ready for showing. Often the owners spend too much money in the wrong places that don't matter. In working with today's buyers, we know what makes a difference to them. Let me come over to do a quick walkthrough of your property to make some suggestions that may save you some money. You can then do only what's necessarily important to be ready for buyers when you are ready. Not only do I want you to get the most money for your property in the sale, but maybe save you some money beforehand."