



## Autoresponder Name: Cold Offer Follow Up

### First Step

Step 1 - Email

Step Title: Cold Offer Follow Up - Reminder 1 - Immediate

Email Subject:

On the fence about a cash sale?

Email Body:

Dear {{first\_name}},

It's normal to be a little hesitant after someone offers you a bunch of cash in exchange for your house. It's a big decision and I want to help put your mind at rest.

Check out this [article from Forbes](https://www.forbes.com/sites/zillow/2013/10/29/pros-and-cons-of-selling-your-home-to-a-real-estate-investor/#682c2f4c7afe) on the Pros and Cons of selling to an investor. It's an honest and neutral take laying out both sides.

<https://www.forbes.com/sites/zillow/2013/10/29/pros-and-cons-of-selling-your-home-to-a-real-estate-investor/#682c2f4c7afe>

I encourage you to read it and contact me with any questions you run across.

### Next Step in 3 Days

Step 2 - Email

Step Title: Cold Offer Follow Up - Reminder 2 - Day 3

Email Subject:

The cash offer I made is still good.

Email Body:

Hi {{first\_name}},

It's not every day that you're offered a big pile of cash. But really, the cash is only half the story. You're getting peace of mind. When you sell your house for cash, you walk away scot-free and get out from under any obligations you have with the house.

Benefits of a cash sale:

- No upkeep needed – “as-is” condition
- No inspection fee or repairs
- No real estate commissions
- Cash in as quickly as 7 days



Never liked the couch anyway? Leave it. Don't want the memories associated with the dining room table? Leave it. Outdated kitchen? Leave it. Worn out flooring? Leave it.

When you accept a cash offer, you're accepting peace of mind.

Please contact me so I can answer any questions you have.

### **Next Step in 10 Days**

Step 3 - SMS

Step Title: Cold Offer Follow Up - Reminder 3 - Day 10

Having doubts about selling your house for cash? Call me for references to happy clients.

### **Next Step in 17 Days**

Step 4 - Email

Step Title: Cold Offer Follow Up - Reminder 4 - Day 17

Email Subject:

Meeting expectations of home buyers is tricky

Email Body:

Hi {{first\_name}},

If your house hasn't been kept up over the years or needs major repairs, it will turn traditional home buyers away. Most of them want a move-in ready home. If you were to list it on the market, you'd see what I mean.

When you sell to an investor, there aren't any repairs, inspections or real estate agent fees to pay. There aren't any picky house hunters either. You just walk away with cash in a matter of weeks.

Contact me to discuss your options.

### **Next Step in 24 Days**

Step 5 - Email

Step Title: Cold Offer Follow Up - Reminder 5 - Day 24

Email subject:

Handy cash sale checklist

Email Body:

Hi {{first\_name}},

I made a checklist and want to share it with you -- I think it will help you determine if a cash sale is right for you.

Ask yourself these questions:



- Is the property up to date?
- Will it pass inspection?
- Can you afford to make the required repairs and upgrades?
- Would a traditional home buyer pay top dollar for it?
- Are you willing to pay the 6% real estate agent commission fee?
- Can you afford to wait several months to make repairs and get the property listed?
- Do you have a lot of furniture and/or other stuff in the house that you don't want to deal with anymore?

If you answered “no” to any of these questions, a cash sale is a good choice for you.

Call me to talk through.

### **Next Step in 29 Days**

Step 6 - SMS

Step Title: Cold Offer Follow Up - Reminder 6 - Day 29

Have you thought about what you'll do with the cash after selling your house? My offer is still good.

### **Next Step in 38 Days**

Step 7 - Email

Step Title: Cold Offer Follow Up - Reminder 7 - Day 38

Email Subject:

Reply and I'll share my referral info

Email Body:

Hi {{first\_name}},

I want to prove to you that I have successful experience buying houses for cash. I have testimonials from previous clients and referral information that I want to share with you.

Reply to this email and I'll share my referral information.

### **Next Step in 48 Days**

Step 8 - Email

Step Title: Cold Offer Follow Up - Reminder 8 - Day 48

Email Subject:

Top 5 reasons people sell their house for cash

Email Body:

Hi {{first\_name}},

Over the years, I've found there are lots of reasons why people sell their house for cash but the five most popular reasons are:



1. To avoid foreclosure
2. To get rid of run-down property
3. To settle an estate fast
4. To liquidate assets during a divorce
5. To settle a property in probate

Call me to talk about the offer I made you.

### **Next Step in 58 Days**

Step 9 - SMS

Step Title: Cold Offer Follow Up - Reminder 9 - Day 58

My cash offer is still good for your property. Get peace of mind & cash in 1 week.

### **Next Step in 68 Days**

Step 10 - Email

Step Title: Cold Offer Follow Up - Reminder 10 - Day 68

Email Subject:

Is a dream vacation in your future?

Email Body:

Hi {{first\_name}},

What will you do with the money after you sell your house for cash? I hear they have awesome trips to the Bahamas these days.

If you're having a hard time deciding how to spend the cash, here's some ideas

- Take the dream vacation you've always wanted to go on
- Put some aside for a child's college fund
- Squirrel it away for retirement
- Buy the muscle car
- Get the earrings, the shoes AND the purse
- Eat out every day -- for years

Call me. Let's talk about how we can make this happen.

### **Next Step in 82 Days**

Step 11 - SMS

Step Title: Cold Offer Follow Up - Reminder 11 - Day 82

Walk away from the headaches & upkeep of your property. My cash offer is still good.

### **Next Step in 103 Days**

Step 12 - Email

Step Title: Cold Offer Follow Up - Reminder 12 - Day 103

Email Subject:

Top reasons to sell to an investor



Email Body:

Hi {{first\_name}},

There are lots of reasons why folks like you sell their home to an investor. Here's the top three reasons my clients take cash:

1. **Proven & immediate financial backing:** Because investors use private funds there's no long-drawn-out bank approval process. You get cash in about 2 weeks but we can make it happen faster, in a week if needed.
2. **Foreclosure rescue:** I do cash sales but I can also take over payments and help you out if you're facing a foreclosure.
3. **Relief from the responsibility as an heir or executor:** So many times, there are either family feuds, too many repairs needed or too much of an emotional drain (understandably) and people just want it to be over.

Call me so we can talk about your options.

### Next Step in 116 Days

Step 13 - SMS

Step Title: Cold Offer Follow Up - Reminder 13 - Day 116

I just helped a client with a cash sale and thought of you. Would a reference be helpful?

### Next Step in 137 Days

Step 14 - Email

Step Title: Cold Offer Follow Up - Reminder 14 - Day 137

Email Subject:

How to sell to an investor

Email Body:

Hi {{first\_name}},

If you've never sold a house for cash, you may not be sure of the process. Here's an [article from The Nest](#) I found that gives you some ideas on how to sell to an investor.

<https://budgeting.thenest.com/sell-home-investor-22089.html>

I like this article because it gives advice on things like hiring an attorney to look at on contracts.

My offer is still good but won't be forever. Reach out with a time that works for you so we can talk this through.

### Next Step in 158 Days

Step 15 - Email

Step Title: Cold Offer Follow Up - Reminder 15 - Day 158



**Email Subject:**

Who sells their house for cash?

Email Body:

Hi {{first\_name}},

People ask me all the time why other people sell their house for cash. They think it's a scam or something, but really, they don't know any better.

Here's my answer -- there are several types of people who sell for cash:

- Executors or beneficiaries who need to liquidate
- People going through a major life change like a divorce or serious medical condition
- Owners who haven't kept up with major repairs
- Owners who are about to be foreclosed on

Contact me to discuss the cash offer I made and to learn if there are other ways I can help.

**Next Step in 179 Days**

Step 16 - SMS

Step Title: Cold Offer Follow Up - Reminder 16 - Day 179

Most folks who sell their house for cash do so for peace of mind. I can help.

**Next Step in 200 Days**

Step 17 - Email

Step Title: Cold Offer Follow Up - Reminder 17 - Day 200

Email Subject:

Advantages of selling your home to an investor

Email Body:

Hi {{first\_name}},

I ran across [this article](#) on the advantages of selling your home to an investor. I have no connections to the author – just thought it might help to read something from someone else on this topic.

<https://www.biggerpockets.com/blogs/8160/50180-advantages-of-selling-your-home-to-a-real-estate-investor>

Please reach out with any questions you have after reading it.

Happy to talk through it with you.

**Next Step in 230 Days**

Step 18 - Email

Step Title: Cold Offer Follow Up - Reminder 18 - Day 230

Email Subject:

A cash sale = No judgement zone



Email Body:

Hi {{first\_name}},

One of the best benefits to a cash sale besides the obvious (hard cash) is that the investor agrees to the property "as-is."

Have a family of raccoons living in the shed out back? What about that old boiler? I won't judge.

The crack in the foundation? The four layers of wallpaper in the bathroom? I won't judge.

Have kitchen appliances older than your children? I still won't judge.

I hope you'll seriously consider my cash offer because while I may not judge, traditional home buyers will.

Call me to talk about your options.

### **Next Step in 260 Days**

Step 19 - Email

Step Title: Cold Offer Follow Up - Reminder 19 - Day 260

Email Subject:

Leave your headaches behind

Email Body:

Hi {{first\_name}},

Are you overwhelmed by the number of repairs your home needs? Do you have too much stuff? Are you afraid the house won't pass inspection?

Just say the word and I'll help you walk away from all these headaches.

Call me to talk about my cash offer. It won't last forever.

### **Next Step in 290 Days**

Step 20 - SMS

Step Title: Cold Offer Follow Up - Reminder 20 - Day 290

Move on with your life. Ditch the house for cash & live on your terms. I can buy the property in a week if you're ready to move on.

### **Next Step in 320 Days**

Step 21 - Email

Step Title: Cold Offer Follow Up - Reminder 21 - Day 320

Email Subject:

Take the money and run

Email Body:



Hi {{first\_name}},

There's a ton of benefits of selling your house for cash. But one of my favorites is getting to live on your terms. To take the money and run, as they say.

Check out this [article from Realty Times](#). The author shares some benefits of selling for cash. I don't know the author, just thought it might help.

<https://realtymtimes.com/advicefromtheexpert/item/38424-5-benefits-to-selling-your-home-to-an-investor-if-you-need-to-sell-fast>

Contact me to lock in the offer I made. Time is running out to take the money and run.

### **Next Step in 350 Days**

Step 22 - Email

Step Title: Cold Offer Follow Up - Reminder 22 - Day 350

Email Subject:

Time is running out on my cash offer

Email Body:

Hi {{first\_name}},

A few months ago, I made a cash offer on your house. I watch for changes in the housing market and I may not be able to stick to the amount I offered you.

Because the cost of repairs to pass an inspection and upgrade the house to the standards of traditional home buyers is too steep, cash sales are popular to people in your situation.

I hope you'll seriously consider the cash offer I made. Time is running out.  
Call me to discuss your options.

### **Next Step in 380 Days**

Step 23 - Email

Step Title: Cold Offer Follow Up - Reminder 23 - Day 380

Email Subject:

Last chance to accept my cash offer

Email Body:

Hi {{first\_name}},

Normally, after this much time has passed for a cash offer, I can't guarantee the rate any longer. Because the market changes, I have to put expiration dates in.

**Because I truly believe that I can help you with—and you'll benefit from—a cash sale, I'm willing to stick to the offer I made for one more week.**





But I can only offer it for one week from today.

If you're interested, call me as soon as possible.

**Next Step in 381 Day**

Step 24 - SMS

Step Title: Cold Offer Follow Up - Reminder 24 - Day 381

Did you see my email? Less than 1 week on the cash offer, Lock it in.