



Autoresponder Name: Warm Offer Follow Up

First Step

Step 1 - SMS

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

Thanks again for the chat about the house! If the need ever arises where you'd like to sell, please keep us in mind. If you know anyone else looking to sell their house you'd be willing to connect us with, I'm happy to see if it's a fit for us.

Next Step in 6 Days

Step 2 - Email

Step Title: Warm Offer Follow Up - Reminder 2 - Day 6

Email Subject:

Regarding the offer on your house...

Email Body:

How's it going {{first_name}}? Did you ever get a chance to review the offer we sent? There's no obligation or anything with that, I just wanted to show you we're not like other real estate companies that can't put their money where their mouth is!

I'd be happy to answer any questions you might have about the home-selling process, just give me a ring and we can chat.

We are ready to buy "as-is" and using only cash. Typically, we can close within 2 weeks as long as title work is clear.

Talk soon!

Next Step in 16 Days

Step 3 - SMS

Step Title: Warm Offer Follow Up - Reminder 3 - Day 16

We spoke a few weeks back about an offer on your house. Just following up about that offer to see if you've considered the possibility of selling as-is, without realtor commissions or anything....let me know! You can text or email.

Next Step in 46 Days

Step 4 - Email

Step Title: Warm Offer Follow Up - Reminder 4 - Day 46

Email Subject:

How's it going?

Email Body:

Hi {{first_name}},

How have you been? I thought I'd check in and see if you were still thinking about selling your house. If so, we just freed up some cash last week and are looking to purchase another house this week.



If you are at all interested (or even if you're not), please give us a call.

Please let me know either way, much appreciated!
Best,

Next Step in 76 Days

Step 5 - SMS

Step Title: Warm Offer Follow Up - Reminder 5 - Day 76

Hi there {{first_name}}. Checking to see if you've considered what you plan on doing with your property. Are you still considering selling it? Feel free to give us a call if you're interested. Have a great day!

Next Step in 136 Days

Step 6 - Email

Step Title: Warm Offer Follow Up - Reminder 6 - Day 136

Email Subject:

Top 4 Reasons Houses Don't Sell

Email Body:

Hi {{first_name}},

A couple months ago you were thinking about selling your house.

We are still interested in making a deal with you. Whether you sell it to us or not, I thought I'd try and be of service to you by showing you what I have found, over many years, to be the top 4 reasons houses don't sell and what you can do about it.

The House Is Located In A "Rental" Neighborhood

Ask around. If the majority of residents located in the vicinity of your property are tenants, the house will be hard to sell for anything close to what you may have in mind as a "retail" price. There really is no such thing as retail in those areas. Houses go for huge discounts or they don't go at all.

The House Has A Weird Layout

People don't like "weirdness" when it comes to where they live. They want functionality. And if they have the choice of "fixing" yours or taking one already functional, they're going to go with the latter. Be honest about the floor plan in your property. If it doesn't flow well and it shows, then the only solution to this is to spend a lot of money to change the floor plan or reduce your price significantly so a landlord will be interested.

The Marketing Stinks

Most people don't know how to market (sell) things, especially realtors and probably you (no offense). It takes a real pro to be able to sell the world's absolute worst commodity to a market full of broke people. Trust me when I tell you, there is definitely an art to it (that we have mastered), but it's nothing that can be taught in one short email. There is not much you can do about this as quickly as you need your house sold. You can study marketing, but by the time you learn, it will be too late. My guess is you have pressing issues at this time.

The House Is Overpriced



This is the #1 reason houses don't sell, outside of ineffective marketing. If the house isn't selling, then it is flat out priced too high for the market. Reduce it, and it will sell. (Feel free to experiment with this concept by trying it out on us. :) The unfortunate thing is that most sellers get psychologically attached to their house or simply refuse to take a loss no matter what the ramifications, kind of like the guy who rides his stock all the way down for fear of being deemed a "loser".

I hope this was helpful. We are still interested in purchasing this house, but we will need to revisit the price and terms at this point.

Call or email us when you're ready.

p.s. I've noticed that it's a pretty natural tendency to procrastinate in situations like this, but the longer you wait, the more it will cost you. Call me. I can help.

Next Step in 196 Days

Step 7 - SMS

Step Title: Warm Offer Follow Up - Reminder 7 - Day 196

We spoke a few months back regarding the sale of your house. How is everything? I understand you may have not been in a position to sell then but has anything changed? Let me know if I can help in any way.

Next Step in 256 Days

Step 8 - Email

Step Title: Warm Offer Follow Up - Reminder 8 - Day 256

Email Subject:

Are you still looking to sell?

Email Body:

Hi {{first_name}}, it's me again. I thought I'd check in and see if you were still thinking about selling your house? I hope so, because we just freed up some more cash and are looking to purchase a couple more houses this week. If you are at all interested please give me a call.

We can move quickly if needed and we will buy your property in "as is" condition. Please let me know.