

November 2, 2008

**Subject:** Internet Lead Follow-Up

Last month's tip covered the three basic components of Homesearch®. And as promised in that tip, this month I wanted to cover how to follow up with a typical internet lead.

Here is a typical scenario: A potential client uses your website to search for properties. You are immediately notified via email. They automatically receive a welcome email from you (let me know if you want to modify this email). Once they complete their first search, you will also be notified with details about that particular search. This is a good point to contact them and ask if there are any changes they might like to make to that search. Explain that you are familiar with the area and can add things like area codes, tract codes, features, etc.. to their search that might better suit what they are looking for.

As they continue to search on your site, you are notified. They can sign up to receive daily updates from your system and then they can log back into your website and see all properties that have been sent, modify their search parameters, and modify their profile. Be sure to watch for notifications about "deleted" searches. This means the prospects has stopped that particular search. You should follow up with them to see why they stopped the search. Ask if there is anything you can do such as narrow the search if they have felt overwhelmed by the number of properties being sent.. or perhaps create an entirely new search for them.

You will also be notified about "saved" properties. If a client really likes a particular property, they can mark it as a favorite. You should follow-up here too by asking if they would like to preview that property.. perhaps that weekend (if not sooner).

Lastly, you should send at least one follow-up email to your prospects each month (using the "email all" button). Be careful not to send much more than that, as they are already receiving the daily updates and too much email can be inundating. This monthly mailing can include an offer to preview properties soon, or a few comments about the current housing market, or can simply direct them to your website to view some new content you may have added.

In general, be sure to watch for the emails that we (TrackMy.com) send you about your client's activities and send at least one monthly follow-up email.

Take care,

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- "The only thing worse than training people and having them leave the company is not training them and having them stay."