

PLAN NAME: ***COVID-19 Qualify - Action Plan w/Auto-Texts- 3 Calls** PLAN SCORE: **42**

<p>PLAN OWNER SETTINGS</p> <p>PLAN TYPE: System Plan</p> <p>TARGET PLAN TYPE: Buyer</p> <p>DESCRIPTION: Plan to be used during COVID-19 for virtual showings/tours</p> <p>SHARING LIBRARY: Not shared</p>	<p>EVENT TRIGGERS</p> <p><input checked="" type="checkbox"/> Auto-Pause plan when prospect replies / sends email</p> <p><input checked="" type="checkbox"/> Auto-Pause when a call is logged "Talked to Prospect"</p> <p><input checked="" type="checkbox"/> Auto-Pause plan when prospect changes category.</p> <p><input checked="" type="checkbox"/> Auto-Pause plan when prospect changes type.</p> <p><input checked="" type="checkbox"/> Auto-Pause plan when the prospect sends a text to a BoomTown Number</p>
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START	THIS PLAN DOES NOT AUTO-START
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# 1	WAIT 1 Day Day 1 of Plan
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<p>TO-DO</p> <p>TYPE: Call</p> <p>ASSIGNED TO: Assigned Buyer Agent</p> <p>DETAILS: Before call, check to see if e-Alert or email has been opened, if lead has been back on the site or favorited listings, etc. Ask LPMAMA qualifying questions.</p>	<p>NA</p>	
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# 4	WAIT 2 Days Day 5 of Plan
SEND EMAIL 42	
<p>SUBJECT: {VisitorFirstName}, can you confirm your timeframe?</p> <p>Hi {VisitorFirstName},</p> <p>Thanks for registering on my website {AgentWebsite}. Would you reply to this email to confirm your timeframe for buying?</p> <p>A. You are ready to buy today. B. You are about 3-6 months from purchasing C. Just Looking</p> <p>No matter where you are in the process, I'm happy to answer any questions you have.</p> <p>Have a great {DayOfWeek} {TimeOfDay}!</p> <p>{AgentFirstName} {AgentLastName}</p>	

# 5	WAIT 1 Day Day 6 of Plan
TO-DO NA	
<p>TYPE: Call</p> <p>ASSIGNED TO: Assigned Buyer Agent</p> <p>DETAILS: Script: If you found your perfect home, would you be ready to move? Walk them through how to request a virtual showing on the site and also how to view virtual tours.</p>	

6

WAIT 1 Day Day 7 of Plan

SEND TEXT

NA

I recently sent you an email, is {VisitorEmailAddress} still your current email? Also, do you prefer to be contacted via text or call?

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7

WAIT 2 Days Day 9 of Plan

SEND TEXT

NA

Hi {VisitorFirstName} this is {AgentFirstName} from {CompanyWebsite}. I am pulling up some houses in the area with virtual tours that you might like. How many bedrooms are you looking for?

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8

WAIT 2 Days Day 11 of Plan

TO-DO

NA

TYPE: Call

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Follow LPMAMA script. Check to see if eAlerts are still running and being opened and if they have visited the site recently.

9

WAIT 1 Day Day 12 of Plan

SEND TEXT

NA

Hi {VisitorFirstName}, this is {AgentFirstName} from {CompanyWebsite}. I'm sorry we haven't been able to connect. I'm available via phone and email at {AgentEmail}. When is a good time for us to chat about what you're looking for?

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10

WAIT 2 Days Day 14 of Plan

SEND EMAIL

NA

SUBJECT: Did I drop the ball?

{VisitorFirstName}, have you been receiving my updates?

Checking in one last time to make sure you're getting everything you need from {CompanyWebsiteAsLink}.

Let me know if you don't need me to continue to send listings. I don't want to send you any properties that aren't a perfect fit.

Don't forget that the easiest way to search for properties is through our mobile app. Click here to download: {HomeSearchNowAppInvite}

Please respond to this email if I can help in any way moving forward.

Best Regards,

{AgentFirstName}

{AgentSignature}

11

WAIT 2 Days Day 16 of Plan

TO-DO

NA

TYPE: Follow-up

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Call/Text(Optional if there's no activity). Check activity and call regarding recent visit/properties viewed.

FINISH

AUTO-MOVE? After the final step, automatically move the prospect to: ~ NA ~

