

PLAN NAME: *COVID-19 Qualify Launch Plan	PLAN SCORE: 18
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<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> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Auto-Pause plan when prospect replies / sends email <input checked="" type="checkbox"/> Auto-Pause when a call is logged "Talked to Prospect" <input checked="" type="checkbox"/> Auto-Pause plan when prospect changes category. <input checked="" type="checkbox"/> Auto-Pause plan when prospect changes type. <input checked="" type="checkbox"/> Auto-Pause plan when the prospect sends a text to a BoomTown Number
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S T A R T	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 NA</p> <p>TYPE: Call</p> <p>ASSIGNED TO: Assigned Buyer Agent</p> <p>DETAILS: Call the lead following the LPMAMA script (determine their location, price point, motivation, if they have an agent, if they need a mortgage and set the appointment).</p>	
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2

WAIT 1 Day Day 2 of Plan

TO-DO

NA

TYPE: Text

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Check and see if the lead has an e-Alert set up. If they don't, ask about their location preferences so you can set one up. If they do, ask if they'd like to schedule a virtual tour.
Example Scripts: NO: Hi {VisitorFirstName}, it's {AgentFirstName} with {CompanyName}. I wanted to email you some listings with virtual tours. What neighborhoods are you most interested in? YES: Hi {VisitorFirstName}, it's {AgentFirstName} with {CompanyName}. I wanted to let you know that virtual tours and virtual showings are available on my site. What properties interest you the most?

3

WAIT 2 Days Day 4 of Plan

SEND EMAIL

15

SUBJECT: Are you receiving my listing updates?

Hi {VisitorFirstName},

Are you receiving my listing email updates? Sometimes they can be filtered to Spam, so I want to make sure they are being delivered to your Inbox.

Is there a more specific area or property type you're interested in? Please let me know if I need to make any adjustments in the listings I'm sending to you.

Best regards,
{AgentFirstName} {AgentLastName}

4

WAIT 1 Day Day 5 of Plan

TO-DO

NA

TYPE: Call

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Call the lead and ask: "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.

5

WAIT 1 Day Day 6 of Plan**TO-DO**

NA

TYPE: Text

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Example Script: Hi (lead name), I recently sent you an email. Is (lead's email address) still your current email? Also, do you prefer to be contacted via text or call?

6

WAIT 2 Days Day 8 of Plan**TO-DO**

NA

TYPE: Text

ASSIGNED TO: Assigned Buyer Agent

DETAILS: Example Script: 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?

7

WAIT 2 Days Day 10 of Plan**TO-DO**

NA

TYPE: Call**ASSIGNED TO:** Assigned Buyer Agent

DETAILS: Call the lead following the LPMAMA script (determine their location, price point, motivation, if they have an agent, if they need a mortgage and set the appointment).

8

WAIT 1 Day Day 11 of Plan**TO-DO**

NA

TYPE: Text**ASSIGNED TO:** Assigned Buyer Agent

DETAILS: Example Script: Hi (lead name), this is (your name) with (your company). I'm sorry we haven't been able to connect. I'm available via phone and email at (your email address). When is a good time for us to chat about what you're looking for?

9

WAIT 1 Day Day 12 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: {HomeSearchNowApplInvite}

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

Best regards,
{AgentFirstName} {AgentLastName}

10

WAIT 1 Day Day 13 of Plan

TO-DO

NA

TYPE: Call

ASSIGNED TO: Assigned Buyer Agent

DETAILS: One last call attempt using the LPMAMA script.

FINISH

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