

8 TOUCH ZILLOW CONVERSION

8 Week Touch Method to Connect to Zillow FSBO's and
Make Me Moves.

www.LRESocial.com

***NOTE: It is the consistency in all that you do that will have a return on time and money invested. To make this method successful, organize your favorite tracking system to remember all the addresses you have reached out to. Time block 1-2 hours once a week to contact every listing you would be interested in working.

WEEK 1:

“Hi, my name is (your name) and I'm with (your brokerage). Do you (Ask question about something missing from the description. i.e have more photos, how many bedrooms, bathrooms, sqft, neighborhood amenities, etc.)”

**** Note: Zillow only allows a few characters on each message. And they don't allow you to attach links. Your goal is to always get a response from them via email, so you can have their email address for more in-depth responses. Not everyone will respond, but a simple question about their property is a great way to get a quick answer. ****

WEEK 2:

“Hi, my name is (your name) and I'm with (your brokerage). Are you going to be looking to interview an agent to buy a home after yours sells? I'd love to put you on our notification system when new listings come up, so you don't miss out on the perfect house. Let me know what you're looking for and I'll set it up.”

**** Note: Most sellers will be looking to buy another home after they sell. And a good majority may still want to stay in the area, just resize. Offer your services to help them buy, and you might just get the listing too! ****

WEEK 3:

“Hey, it's (your first name) again! I haven't had the opportunity to connect with you yet. I'd be interested in showing your property to my social media sphere to see if I could bring you a buyer, are you paying a buyer's agent commission?”

**** Note: Often, sellers will make a note of this in the description, ask anyways. You want to get those emails! And if they are okay with you sharing their property on your social media (off YOUR OWN website or landing page!) you could potentially get a lot of buyer leads. Do not advertise to the Zillow link, you don't want them filling out their info and the sellers getting their details instead of you. ****

WEEK 4:

“Hope you’re having a great (day of week)! I am emailing out complimentary CMA’s that have a full breakdown of neighborhood sales off our new CMA system. If you’d like one, please let me know! You can use it to negotiate your price if you find an interested buyer.”

**** Note: I would create a quick, in-depth CMA using CloudCMA (coupon: lightning) or get the free version through NAR. I personally use CloudCMA because I prefer the customizable features. ****

WEEK 5:

“Hey! It’s (first name), we are running our unique marketing methods throughout social media and are getting our client’s homes shown to hundreds of thousands of potential buyers. I’d love to set up an appointment to explain our process. Are you free this (2 days and times that work)?”

**** Note: Your “new” advertising techniques just include, but not limited to, boosting it on Facebook and sharing it in Facebook groups. As well as doing a FB live video for an open house, and posting on other social media accounts. ****

WEEK 6:

“Let’s get your home listed in time for spring! We provide our sellers with professional photos, a video walkthrough, and so much more. I’ll help you make it look fresh on the market and sell it quick. Please reach out anytime, I’m also available via text or call.”

**** Note: You can edit this to include things that you offer with your marketing. But I will say without hesitation, a GREAT agent always hires a professional to handle photography. It’s what sets you apart! People like the laid-back communication of text, so let them know you are available that way. ****

WEEK 7:

“Will you be hosting an open house anytime soon? Can you let me know when you will be hosting the next? I would love to see the inside of the property to see if I have a buyer on my contact list that would be interested in seeing yours. Look forward to hearing from you!”

**** Note: Great way to get a response, but even better if they will be hosting an open house that you can attend. It's easier to be ignored via email, but it's easier to convert when you get in front of the person. ****

WEEK 8:

“Wanted to reach out again to see if you will be interviewing agents soon. I see your home has been on the market for (number of months) and would love to help you make it look new on the market and get it sold quickly. Please save my contact info for when you are ready, I'd love to discuss your goals!”

**** Note: Zillow only allows a few characters on each message. And they don't allow you to attach links. Your goal is to always get a response from them via email, so you can have their email address for more in-depth responses. Not everyone will respond, but a simple question about their property is a great way to get a quick answer. ****

MOST IMPORTANT NOTE: FBSO'S and Make Me Moves on Zillow aren't easy to convert. Many times, they aren't serious about selling, already know an agent who they will hire etc. It's important to do this every week for 8 weeks (or less if you get a response sooner) for each listing you want to work. Spend a couple hours one day a week making this your lead generation method. It's all in the numbers! It boils down to how many you reach out to, the amount of people you get to respond back, then your ability to convert. This is a great way to reach out to motivated sellers for free!