

I have Seller Leads, now what?

The great news is that these are REAL TIME LEADS from people who want information AND have left their contact information!!!

Congrats! Now let's go through the info you will find here and how you may use it...

The screenshot shows the Buyside Home Valuation Dashboard. At the top, there are navigation tabs: Dashboard, Marketing Suite, BMA, My Listings, My Buyers, Find, and Add. The user is identified as Joe Broker. Below the navigation is a header with buttons for Home Valuation Site, My Leads (selected), Out of Area, and Archived Valuations. The main section is titled "Home Valuation Dashboard" and includes a sub-header "See Seller Lead results from your marketing efforts". There are filters for "Filter Key Stats from last 90 days" with checkboxes for 8 Valuation attempts, 0 Receiving Monthly Reports, 1 Claimed a Property, 11 Sent an Inquiry, and 1 Unsubscribed. Below this are search fields for Address and Name, date range filters (05-06-2020 to 08-04-2020), and a FILTER button. There are also buttons for DOWNLOAD RESULTS, DOWNLOAD AVERY LABELS, and DOWNLOAD VALUATION ATTEMPTS. The "My Leads" section contains a table with columns: NAME / EMAIL, OWNER NAME, ADDRESS, LAST REPORT ACTIVITY, VALUATIONS, and ACTIONS.

NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
1		1352 Kathy Ct Livermore, CA 94550 8/3/20 4:19pm	MONTHLY INQUIRY CLAIMED		ARCHIVE CREATE BMA
2		1352 Kathy Ct Livermore, CA 94550 8/3/20 4:19pm	MONTHLY INQUIRY CLAIMED		ARCHIVE CREATE BMA
3	No name provided 7/29/20 @ 2:31pm Gillroy Michael	1352 Kathy Ct Livermore, CA 94550 7/29/20 2:31pm	MONTHLY INQUIRY CLAIMED	\$901,393 +3	ARCHIVE
4		1352 Kathy Ct	MONTHLY INQUIRY CLAIMED		ARCHIVE

Some things you may want to pay attention to:

Timestamp under Address - It is important to follow up with these leads as soon as we can. You are **7X** more likely to land the lead if you follow up within an hour of the inquiry!

Best Practices

- Before you call/contact the seller, educate yourself! Select the address link to see the report that the seller generated and run a BMA. Read the report so you can answer questions and explain the various parts of the report.
- **Possible Talk Track:** "Hello Homeowner! I see you ran a valuation of your home on (date) at (time) and requested some more information... When can we meet to discuss how I can help you?" Then LISTEN!