

CMA A DAY

Strategy

Follow the below instructions

I can't stress enough how important it is for you to follow this recipe to the "t". If you miss any of the steps, you will not see the results that we discussed. Happy Hunting for Listings.

Step #1: CMA's

Prepare 10 simple, one-page CMA's for your clients that have bought from you. The ideal timeframe is 2-5 years ago because they have had the most appreciation and gains in their equity and are more primed to potentially sell. However, we have seen this work with buyers who bought as recently as a year ago as well.

Step #2: Email

Send the CMA that you prepared for the client out with the outline email (below). In the subject line you will want to put: "Open Immediately: This is going to Make Your Day".

Outline of Email:

Hello _____:

I hope this email finds you and the family well. I wanted to reach out with some amazing news about your home and how much it has appreciated in value. As you may know, home prices in _____ have increased in the last year by _____% (some areas even more). You really did make an amazing investment and it has paid off.

To keep you informed, I have prepared a market analysis of your home to show you just how much your home has appreciated in value. I know you are going to be very happy when you look at the numbers. I'll call you in the next 24 hours to answer any questions that you may have. Feel free to call me right away if you would like to discuss it sooner

Look forward to speaking with you, Your Name

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Strategy Pt. 2

Step #3: Text Message

You can choose to do this either as a traditional text or video text. It has been found that the video text works better and gets greater traction.

Outline of Text: *(either text of this is your video text script)*

Hey _____ I just sent you an email and you are going to want to be sure to look at it. It's about your home and just how much it has appreciated in value. I know it's going to make you smile. I'll give you a call in the next 24 hours to answer any questions you might have.

Step 4: Make the Call

It is imperative that you call them. This is the biggest mistake that I have seen agents make in this strategy...relying on the email and text to do all the work. These are super fun conversations to have because you are bringing good news and discussing an increase in their home value. Without the call the strategy falls apart. Be sure to follow the script VERBATIM.

Step 5: Follow Up 3 More times after your first call.

You may not get them on the first call. So, always leave a message for them to call you back. If you don't hear from them after 4 outreaches (1 call and 3 follow ups) then you have done everything that you can do to provide value for them with this strategy.

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1. Hey (Lead Name) It's (Your Name). How are you? **(SMILE)**
2. I'm following up with you like I said I would regarding the email I sent.
3. Have you had a chance to review it **(DOWNSWING)**
4. What did you think about how much your home has appreciated in value?
5. I'm just curious... what are your plans with your home for the next 2-3 years? **(LEAN IN)**
 - a. If No plans of selling: **Well... I sure hope you refinanced & took advantage of the rates!**
6. (Lead Name)... what is that crazy price that you would consider selling?
7. Why don't we set up a quick 15-minute Strategy Session to discuss what someone would be willing to pay right now & set up our plan to make your home even more appealing to a buyer? **(NOD YES)**
8. What would work better for you _____ or _____?