

# HOW TO REVIVE A

## Ghost Lead

1. Did I drop the ball?
2. This is the last time I'll be reaching out...
3. Are we giving up on this? Are we giving up on your goals?
4. Send a funny meme (we can create one too)
5. lead name, I don't want my follow-up to become a nuisance. Are you still considering making a move? If not, I completely understand - I simply want to be sure that I don't drop the ball if you're still interested.
6. Hi lead name, I have not heard back from you in a while. Are you doing okay? - Agent Name with eXp Realty.
7. Hi lead name, I wanted to check back in with you on the home search. Did you end up finding a home or is that something that's still in your future? - Agent Name with The Tyler Miller Team w/ eXp Realty
8. Hey {lead\_first\_name}, A while back you were peeking at a few homes on one of the websites. Were you just looking for fun or do you plan on making a move in the near future? -{agent\_first\_name} {agent\_last\_name} with {office\_name}
9. Hey {lead\_first\_name}, If the ideal home came on the market tomorrow, is that something you would consider viewing? Or would you miss out on that opportunity? - {agent\_first\_name} {agent\_last\_name} with {office\_name}
10. We understand life happens, and situations change. Have you put your move on hold, or are you still looking for the perfect place?
11. Have you lost interest in making a move this year?
12. Hey, it's agent name. A while back you had expressed some interest in changing up your living situation. I wanted to follow back up and see if you still had an interest in that?
13. Hey {lead\_first\_name}, If the ideal home came on the market today would you: 1) Miss out or 2) Check it out? -{agent\_first\_name} {agent\_last\_name} with {office\_name}