Lead Sources

Context and Script examples

RealGeeks

Colorado-Homesearch.com

Pay Per Click: Google, Bing

Context: Someone Googled something like (homes for sale in broomfield and then signed up on our website)

Script Example: ”Hey NAME, it's Matt from Colorado home search. Saw you popped on our website and you were looking some homes. Are you considering making a move soon or just casually browsing?"

Ylopo

jordanterrellgroup.com

Facebook: Ad, Dynamic Retargeting, Listing Rockets (ads for our listings)

Context: Clicked on a home they saw on facebook and then signed up on our website.

Script Example: ”"Anything stand out about the homes you looked at on Facebook & My website? Also, there's a few in the (zip code) area I think you missed as well. Would you like me send them?"

Zillow Direct Call

Direct Call :

Context: A direct call from a Zillow consumer to our team.

Script Example: ”"This is Matt from the Jordan Terrell Group, how can I help you?”

Zillow Live Connect

Zillow Live connect:

Context: Zillow connecting our team directly with consumer on the phone or Zillow connecting us directly with a showing request through their site.

Script Example: ” Hey NAME, this is Matt from the Jordan Terrell Group. Zillow connected us because we are their exclusive partners in the Erie area. Are you considering making a move soon?

VoicePad

Sign Call:

Context: A sign call on one of our listings

Script Example: ” "This is Matt from the Jordan Terrell Group how can I help you?”

(they should be in front of our listing, be prepared to answer questions, if under contract, lets help them find another home similar, go into script on scheduling a buyer consultation)

realtor.com

Context: Saw a home they wanted to see or get more info on from Realtor.com, farmed out to us and another team, “code” Call immediately and text right away.

Script Example: ” "Hey “first name”, it’s Matt with the Jordan Terrell Group. Saw you you made an inquiry about ADDRESS. Would be happy to setup a time to go see that home or answer questions you might have.

Zillow Offers

Context: Someone who inquired about selling their home to Zillow, the offer was too low or didn't work out so they may want to list their home traditionally. (never bash on zillow)

Script Example: ” Hey “name” this is Matt. The Zillow offers team sent me your way. We are a preferred real estate team that Zillow has handpicked to help folks who don't want to take the offer Zillow made them on their home. Are you still considering selling your home?

(setup a 15 min phone appointment with our teams listen specialist aka text Jordan to see about a specific time)