

## Instructions for Auto-Response Emails

The emails in this directory can be used as part of an auto-response email campaign.

The idea is to automatically send a series of follow-up emails to all of your seller prospects. Very often, it takes multiple touches to get the seller to respond – even after they contact you the first time. In other words, most investors get a seller on the phone and try to make a deal, but sometimes the seller is simply not ready to sell. In these cases, following-up with the seller with a series of emails will keep you “in the deal” until the deal bakes long enough to be ready to happen.

Typically, we do our marketing and solicit leads to our phone or website. When we get a lead, we automatically respond with the “Lead Auto-Response” email and then the “Got your Inquiry” email. By having two immediate response messages, we can buy a little more time if it takes a little more time to follow-up, plus more touches is always better

After the initial responses, we either do a CMA and call back, or we have our assistant call back to schedule a call, and then do a CMA. If you use an assistant to schedule a follow-up call, you may have your assistant collect additional information into the Deal Analyzer, and then put the call schedule info into the “Got your Inquiry” email before sending that.

After you, the investor, talks to the prospect, you will assign a new follow-up sequence consisting of:

- “After Call Follow-up plus, 30/60-90/120 Day “Are you still trying” sequence

OR

- 15/30/60 Day “We never spoke/trying to reach you” sequence

For customizing the email, the information in brackets <> is filled in by your mail-merge program. In some cases you may also want to add additional text to describe and personalize the message further. If you don’t have time – just send this as-is

Obviously, you can edit these to your process and add additional commentary for specific deals