

Best Practices for Following Up With Your Real Estate Leads

This is an extra resource to go along with the original article:

[How to Follow Up With Your Real Estate Leads](#)

1. Add new leads to your Customer Relationship Management (CRM) tool whenever you generate a new one. This allows you to keep track of your leads and how many interactions you've had with them.
2. Create a specific schedule for follow ups in your CRM (i.e. call on the first day, email on the third day, call and email on the fifth day, etc.). Your CRM can notify you of when to follow up.
3. Create email templates for each anticipated engagement, such as new listings, open house invitations, *etc.*
4. Make in-person follow ups a part of your everyday schedule. Follow ups are more important than lead generation.
5. Diversify your follow up methods. Reach out to leads via email, phone text, snail mail, retargeting, and social media.
6. Ask your leads about their preferred method of communication. If they give you a preferred communication method, stick with it.
7. Create a phone script to ensure that you hit every important point in your lead nurturing calls.
8. Provide something of value to your lead with every interaction. Don't always sell— also give away free resources to build a relationship with your new lead.
9. Reach out at the right time. Contact your leads when they're most likely to engage with you. Research shows that the perfect time is Thursday at 4 pm. The worst time is any weekday at lunchtime or on the weekends.
10. Before reaching out to leads (especially over the phone), have facts about the market and the property (if applicable). Bring new data to persuade your lead to become a client.
11. Unless the lead tells you to, don't stop following up. Remember that the more interactions you have with the lead, the higher your chances to convert.