








Overview and Intro to Ylopo

What we'll cover in this session

- ✓  How Ylopo Ads Work
- ✓  How Ylopo nurtures leads
- ✓  What agents see with new & revived leads
- ✓  High level best practices on lead nurture
- ✓  Resources to help you

Our Digital Marketing Credentials



Spend \$10MM+
media annually on
Social & PPC



Generate 2MM+
leads annually



3 Official Facebook
Case Studies



Ylopo Social Marketing (The Big Idea)

- ✓ Ylopo leverages the demographic targeting capabilities of Social Platforms like Facebook & Instagram to find buyers interested in specific types of properties and shows them real time homes on the market that they may be interested in directly on their Newsfeed.

We target the **Right Person**, with the **Right Properties**, and the **Right Time**









What Consumers See




 **Nakul Kapoor, The Kapoor Group: New Homes for Sale**
Sponsored · 


Ready to be STUNNED by the 🏡 LUXURIOUS 🏡 features of these new Saratoga homes for sale?



Look No More, You Won't Believe The Details In These Homes!

 Location, Price & Photos    




 Mountain View  1681
Latham St| Ronald K Ikebe, ... 


 Los Altos P
Stonebrook D
4 BD / 5 BA | \$

 Like  Comment

What Consumers See


 **Ross Tanaka, Keller Williams Honolulu: New Homes for Sale**
Sponsored · 🌐

Take advantage of your VA Loan to buy one of these BEAUTIFUL Honolulu with \$0 Down Payment!
Beautifully Updated & Move-in Ready 🥰
For Price, Location, & photos 📍



🏠 Honolulu 🏠 2943 Kalakaua Avenue | Gold Coast Real Est...
1 BD / 1 BA | \$599,000 [Learn More](#)


👍 Like



🏠 Honolulu 🏠 2877 Kalakaua Avenue | Gold Coast Real Est...
2 BD / 2 BA | \$789,000


💬 Comment

What Consumers See

 **Cyndi Houser, Vertical Real Estate: New Homes for Sale**
Sponsored · 🌐

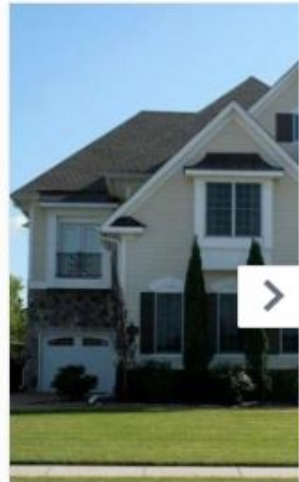
🏡 Want to live close to or on the GOLF COURSE? Check out these STUNNING Homes are RIGHT on the Course! 🤩

📍 Price, Location & Photos 🏠



🏡 Virginia Beach 🏡 2264
Haversham Close | Atlas Realt... [Learn More](#)
4 BD / 3 BA | \$885,500


👍 Like



🏡 Suffolk 🏡 3021 N James Drive | Keller Williams Elite-...
4 BD / 5 BA | \$675,000

💬 Comment

Ylopo Lead Form

 Dan Summers Real Estate ...

Access Your Instant Home Search Results Below!

- We can't wait to share more details about these newly listed home with you!
- Enjoy photos, virtual tours and much more!
- Instant (Mobile Friendly) Access!

Learn more by providing your info below.

When would you like to move?

- ✓ **Select**
- Within 90 Days
- Next 6 Months
- 6 to 12 Months
- Next Year or More

How would you describe where you are in your home search?

Full name

Enter your answer.

Submit

Learn more by providing your info below.

When would you like to move?

Select

How would you describe where you are in your home search?

- ✓ **Select**
- I am on a timeline to move
- Looking for the right property
- Need to sell before I can buy
- Need to find out what I qualify for
- Have qualification issues I need help with
- Only Looking to rent
- Casually browsing homes

Phone number

Enter your answer.

Submit

Select

How would you describe where you are in your home search?

Select

Full name

Enter your answer.

Email

Enter your answer.

Phone number

Enter your answer.

By clicking Submit, you agree to send your info to Dan Summers Real Estate Group who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Dan Summers Real Estate Group's Privacy Policy](#).

Submit

Ylopo Home Search Experience

BARRY JENKINS
YOUR FRIENDS IN REAL ESTATE TEAM

[Buy](#) [Sell](#) [Communities](#) [Financing](#) [Testimonials](#) [Team](#) [Hiring](#) [Blog](#) [Contact Us](#) [Home](#) [Create Account](#) [Login](#)

🏠
Save

There are **2,087+** Single Family Home & Condo/Townhouse results in Virginia Beach [\(Edit\)](#)

Map
Gallery

Sort by: **Newest On This Site** More ▾

NEW

1056 Wasserman Drive
Virginia Beach, VA 23454

Price	Beds	Baths	SqFt
\$409,000	4	3	2,387

Listed on this site Less Than 1 Day Ago

BARRY JENKINS

YOUR FRIENDS IN REAL ESTATE TEAM

Want ALL your closing costs to be paid for? ASK US HOW!

Learn More

NEW

1512 Winter Road
Virginia Beach, VA 23455

Price	Beds	Baths	SqFt
\$319,000	4	3	1,900

Listed on this site Less Than 1 Day Ago

NEW

4101 Charity Farm Court
Virginia Beach, VA 23457

Price	Beds	Baths	SqFt
\$695,000	5	3	3,308

Listed on this site Less Than 1 Day Ago

NEW

2609 Broad Bay Road
Virginia Beach, VA 23451

NEW

1700 Keeling Road
Virginia Beach, VA 23455

NEW

4768 Kilby Drive 3
Virginia Beach, VA 23456

Price	Beds	Baths	SqFt
\$282,400	3	3	2,203

NEW

5344 Beauvain Boulevard
Virginia Beach, VA 23464

Price	Beds	Baths	SqFt
\$300,000	4	3	2,236

https://search.seevirginia-beach-homes.com/search/detail/568761747s[locations][0][city]=Virginia Beach&s[locations][0][state]=VA

Barry Jenkins, Better Homes and Gardens NAGR...

Hi! How can we help you?

Continue as Juefeng

Not you? [Log into Messenger](#)

Post Registration:

Dynamic Listing Alert (Within 15 Mins)

Hi Ge,

Here are your **new** listings in **Jurupa Valley, CA** between **\$336.8k - \$561.3k** (price) with **Any / Any Beds / Baths**. If you would like to change your search at all, just click **edit my alerts here**.

Not Ge? Unsubscribe from future **emails here**



\$519,999 **NEW LISTING**

4 Bd | 3 Ba | 3,081 Sqft

5212 Trail Canyon Drive, Jurupa Valley, CA 91752

4 Days on Market

This large single family **home** features just over 3,000 sq feet with 4 bedrooms and 2.25 baths. All bedrooms and both full bathrooms are upstairs. The downstairs has a guest bathroom, a separate li...

View 1 Photo

Schedule a Showing

#IG19105779



\$534,900

NEW LISTING

OPEN HOUSE

4 Bd | 3 Ba | 1,906 Sqft

4980 Sulphur Drive, Jurupa Valley, CA 91752

5 Days on Market

Beautiful single story **home** located in Jurupa Valley's highly desirable, Sky Country Neighborhood and features a massive work shop/enclosed P.V. garage that could easily be converted into a casita...

View 18 Photos

Schedule a Showing



#IV19104563



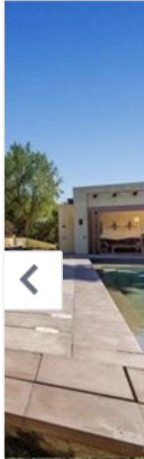
Brittney Jeanson
Keller Williams
Phone: (951) 906-7298


Post Registration:


Dynamic Remarketing Ads



 **Dan Summers Real Estate Group**
Sponsored · 



****New Homes for Sale in Murrieta!****
#SinceYourLastVisit
Based on the homes you showed the most interest in while on my website, I picked out a few I think you'll love!












 **Hemet**  **33980 Red Mountain Road | Keller Williams Re-Tem Valle...**
4 BD / 3 BA | \$4,200,000 [Learn More](#)

 **Fallbrook**  **Keller Williams |**
3 BD / 3 BA | \$6...


 Like  Comment  Share

Post Registration:

Dynamic Remarketing Ads

 **Damon Gettier and Associates, Realtors-Brokered by EXP Realty**
Sponsored · 🌐

Hi, Neighbors! I've compiled the latest sold properties in 🌞🌞 Cave Spring 🌞🌞 that directly impact your home price!
Some interesting activity ✅ in parts of the Cave Spring area🏠!
Click below to see the details.... [See More](#)



Cave Spring | Sold in 185 Days
2 BD / 2 BA | \$198,800 [Learn More](#)

Cave Spring
3 BD / 3 BA | [Learn More](#)

👍 Like 💬 Comment ➦ Share

Sequenced Video Remarketing (“Agent TV”)

A diagram showing a smartphone with a black screen. To its left is a green rectangular box containing the text "Buyer Video Remarketing".

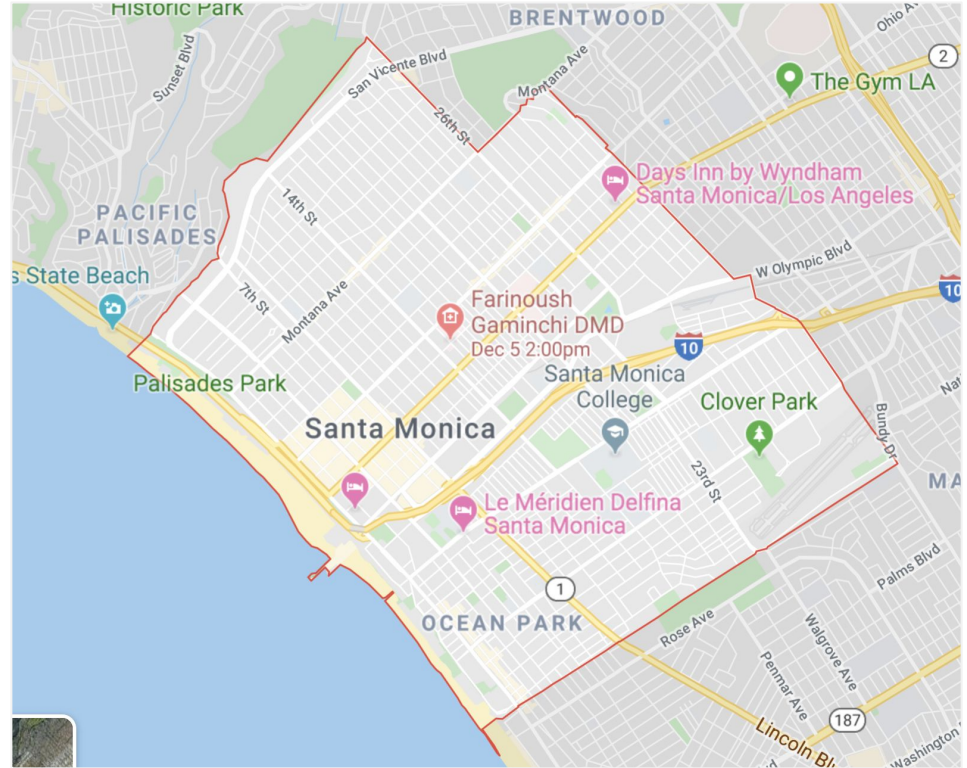
Buyer Video
Remarketing

A diagram showing a smartphone with a black screen. To its right is a green rectangular box containing the text "Seller Video Remarketing".

Seller Video
Remarketing

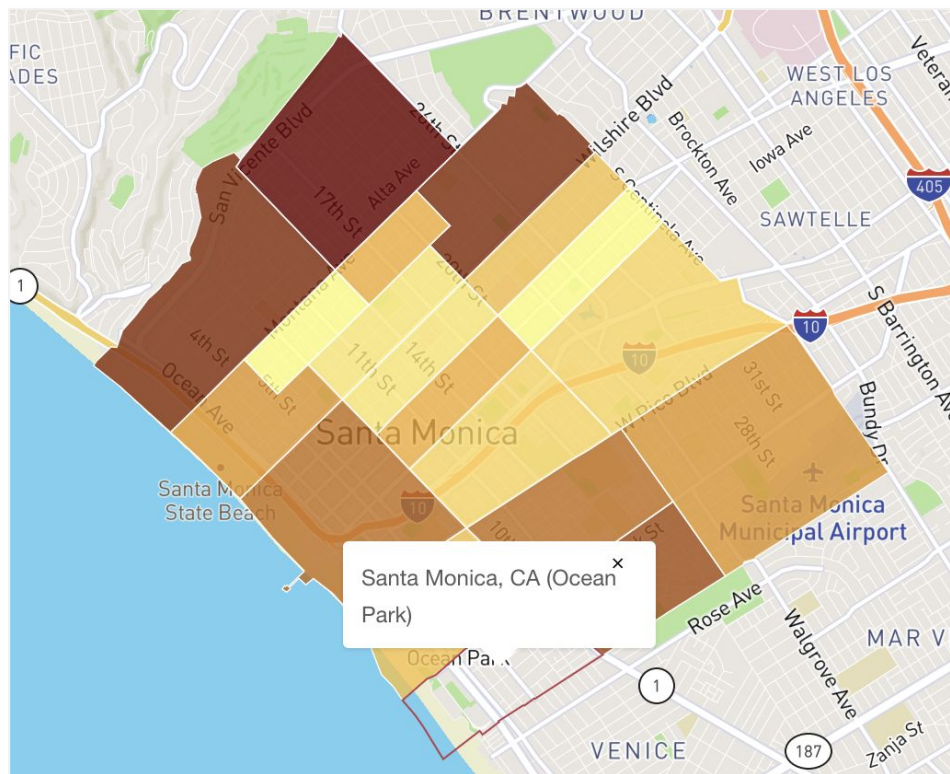
Dynamic Pay Per Click Lead Generation

Automated neighborhood / subdivisions campaigns

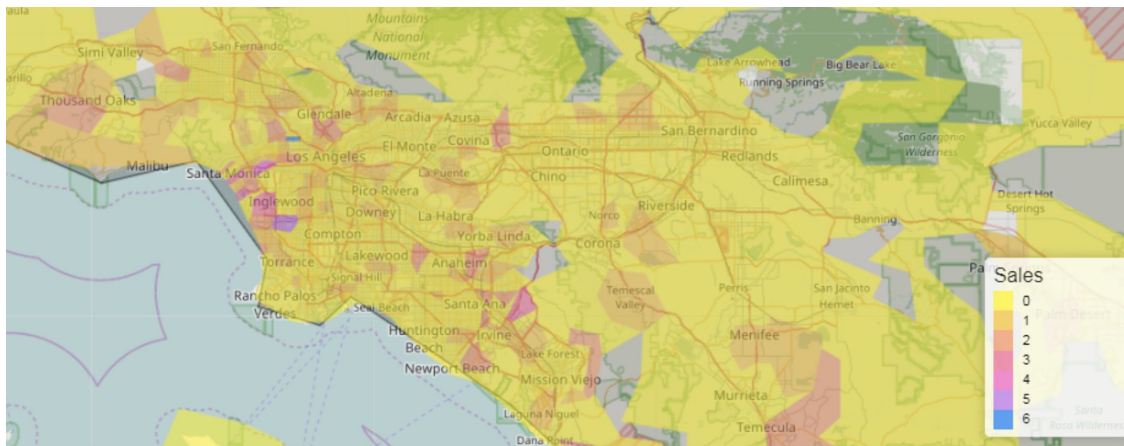


Automated neighborhood / subdivisions campaigns

- ✓ Based on your advertising locations, we automatically create ad groups for EVERY "lower level" location (ex. Neighborhoods, subdivisions, school districts)
- ✓ This strategy maximizes the LONG TAIL locations that are your potentially most profitable searches
- ✓ We automatically turn on and off areas based on a minimum of 5 active listings

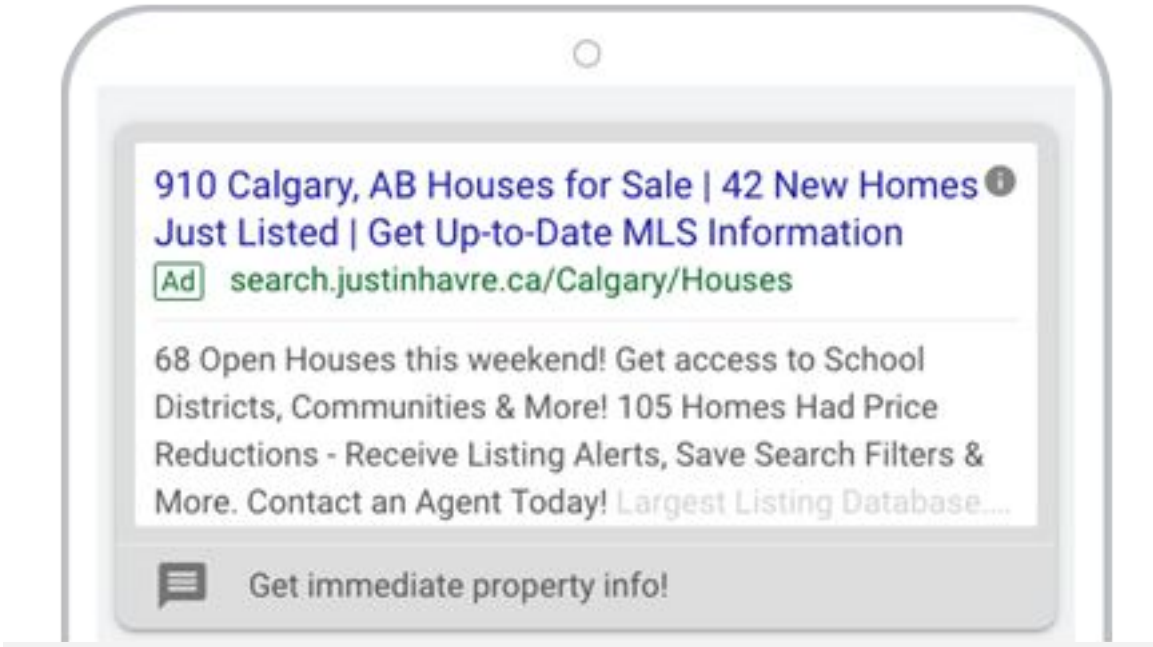


Automated neighborhood / subdivisions campaigns



- ✓ We leverage a proprietary system that modifies how much we bid for keywords at the zip code level.
- ✓ Example: Someone searching for Beverley Hills Homes for sale vs someone looking in 90210.
- ✓ This methodology is predicted to increase conversion rates by 15-20%!

Dynamic Search Ads



- ✓ We can update ads hourly with dynamic data about markets
- ✓ True ad differentiation against competitors due to hyperlocal ads!
- ✓ This methodology is predicted to increase conversion rates by 15-20%!

Create & Engage **Partial Completion Leads**

View Homes Now
Free & Instant Access

Phone Number

SUBMIT

Already signed up? [Log In](#)

By registering with our site you agree to our [privacy policy](#)

Notify me via email as soon as new listings come on the market!

First Name

Email Address

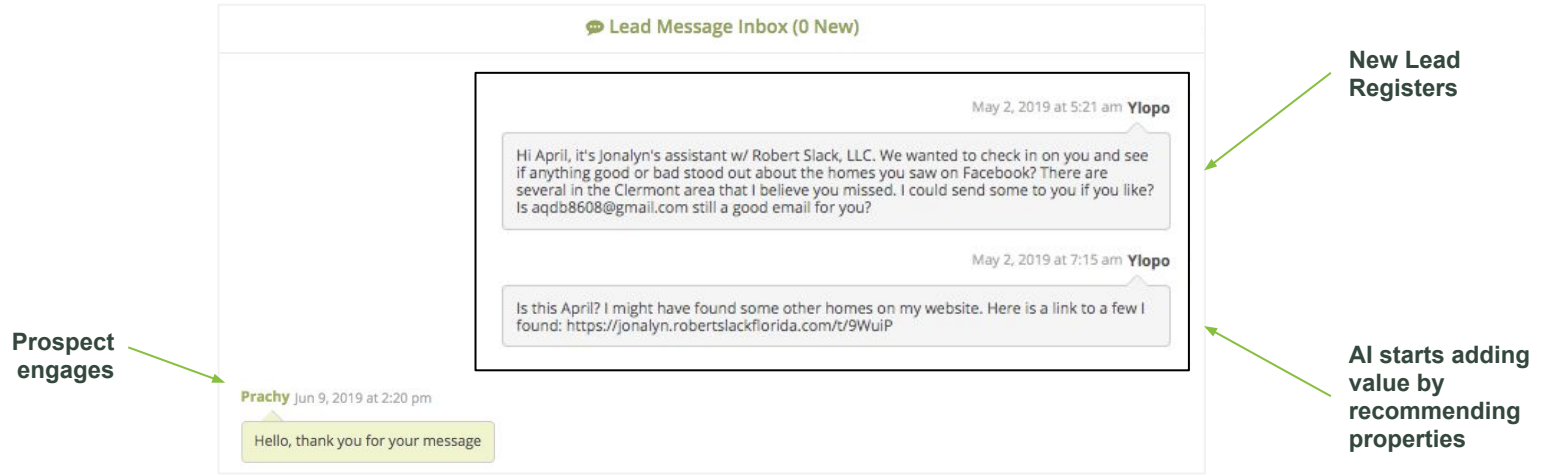
COMPLETE

Already signed up? [Log In](#)

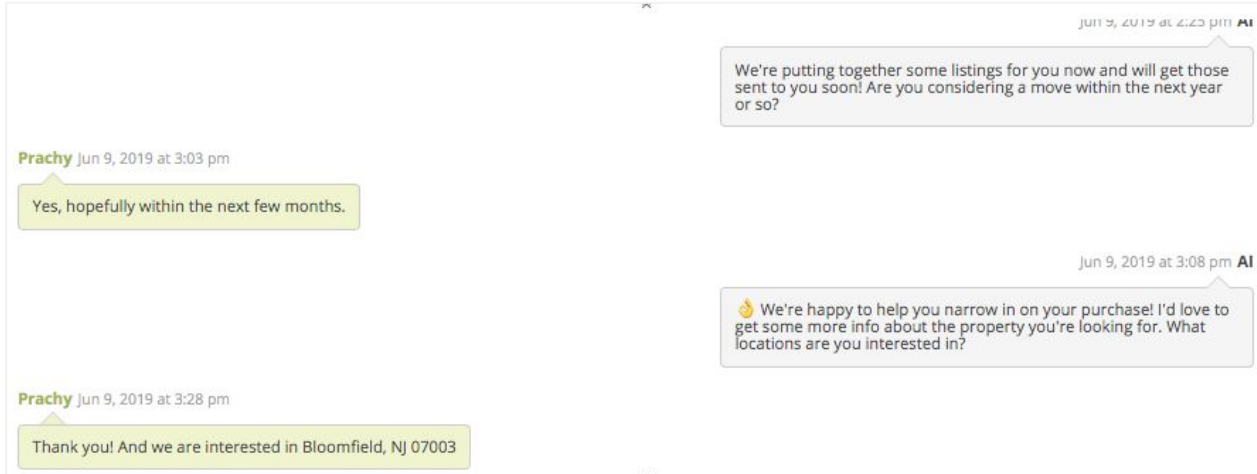
By registering with our site you agree to our [privacy policy](#)

- ✓ Two step registration process captures almost double “partial complete” leads with phone numbers
- ✓ We reverse append name and email address with reverse lookup API’s
- ✓ We use Raiya to automatically work partial leads until they become full registrations

Post Registration: Automated ISA



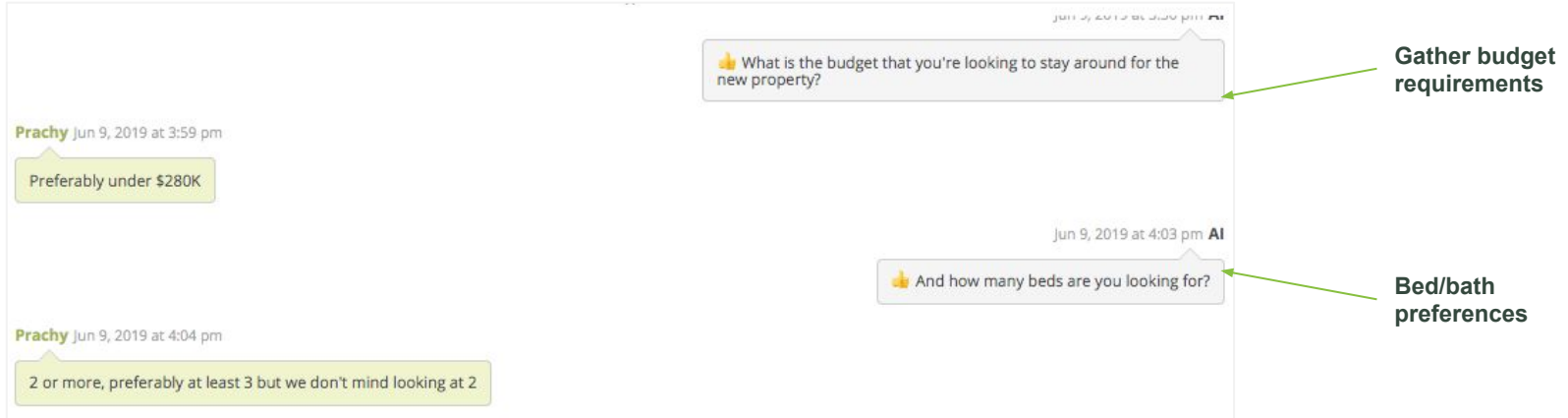
Example of a **Lead Engaged by AI**



Find out
timeframe

Find out their
location of
interest

Example of a **Lead Engaged by AI**



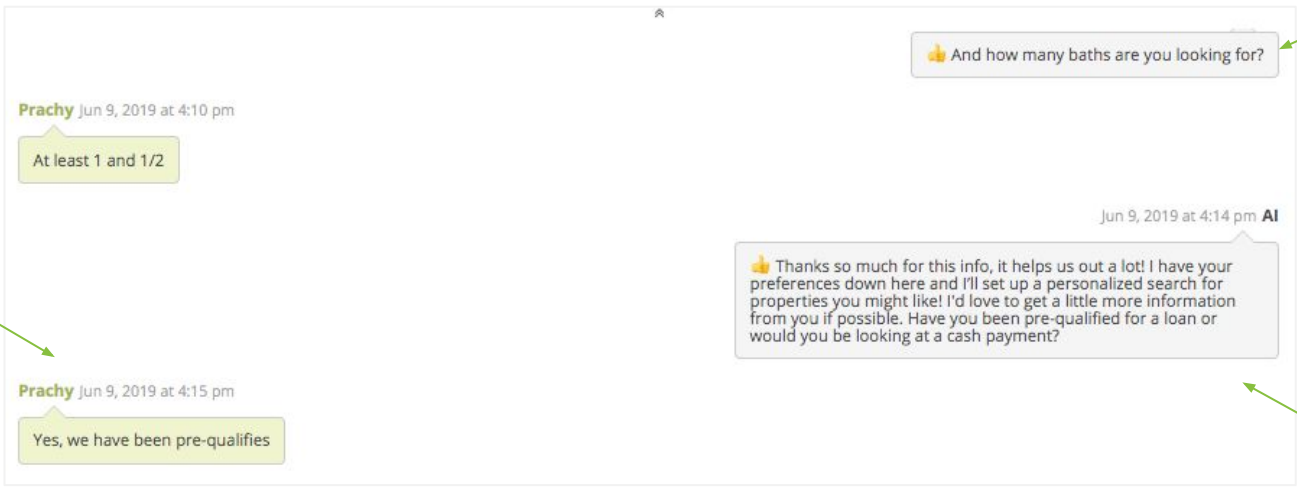
The screenshot shows a chat interface with the following messages:

- AI:** 🙌 What is the budget that you're looking to stay around for the new property?
- Prachy:** Jun 9, 2019 at 3:59 pm
Preferably under \$280K
- AI:** Jun 9, 2019 at 4:03 pm
🙌 And how many beds are you looking for?
- Prachy:** Jun 9, 2019 at 4:04 pm
2 or more, preferably at least 3 but we don't mind looking at 2

Annotations on the right side of the chat:

- An arrow points from the text **Gather budget requirements** to the AI message about budget.
- An arrow points from the text **Bed/bath preferences** to the AI message about the number of beds.

Example of a **Lead Engaged by AI**



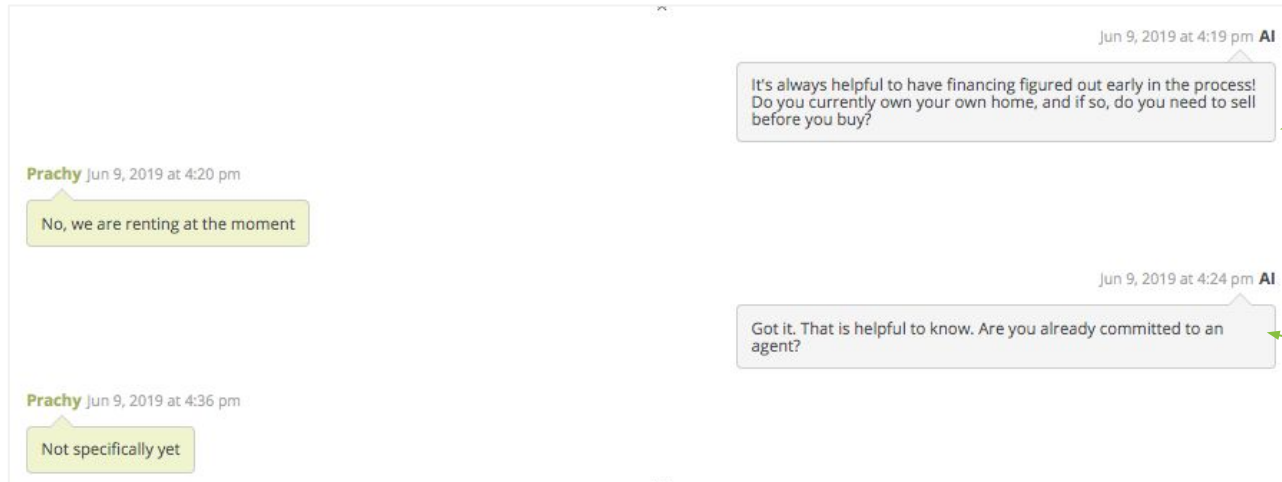
The screenshot shows a chat interface with the following messages:

- Prachy** Jun 9, 2019 at 4:10 pm: At least 1 and 1/2
- AI** Jun 9, 2019 at 4:14 pm: 🙌 And how many baths are you looking for?
- Prachy** Jun 9, 2019 at 4:15 pm: Yes, we have been pre-qualifies
- AI** Jun 9, 2019 at 4:14 pm: 🙌 Thanks so much for this info, it helps us out a lot! I have your preferences down here and I'll set up a personalized search for properties you might like! I'd love to get a little more information from you if possible. Have you been pre-qualified for a loan or would you be looking at a cash payment?

Annotations with arrows point to specific parts of the chat:

- Prospect engages** points to the first message from Prachy.
- Bed/Bath Requirement** points to the AI question about the number of baths.
- Find out pre-qualification status** points to the AI question about pre-qualification for a loan or cash payment.

Example of a **Lead Engaged by AI**



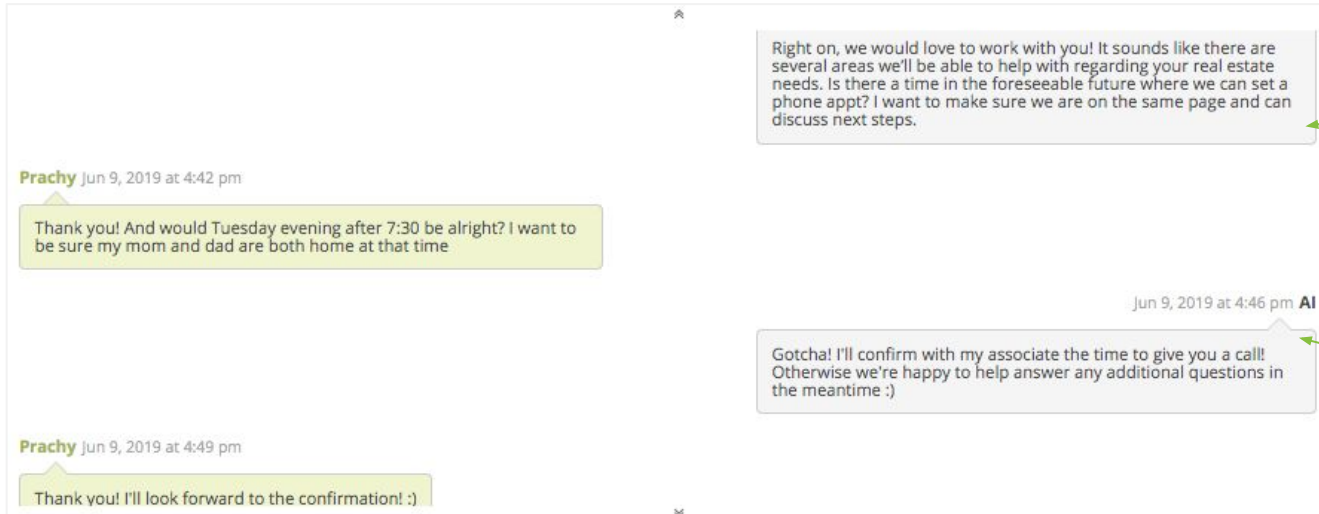
The screenshot shows a chat interface with the following messages:

- AI** (Jun 9, 2019 at 4:19 pm): It's always helpful to have financing figured out early in the process! Do you currently own your own home, and if so, do you need to sell before you buy?
- Prachy** (Jun 9, 2019 at 4:20 pm): No, we are renting at the moment
- AI** (Jun 9, 2019 at 4:24 pm): Got it. That is helpful to know. Are you already committed to an agent?
- Prachy** (Jun 9, 2019 at 4:36 pm): Not specifically yet

Find out if they are a homeowner

Commitment to another agent

Example of a **Lead Engaged by AI**



The screenshot shows a chat interface with the following messages:

- Prachy** Jun 9, 2019 at 4:42 pm: Thank you! And would Tuesday evening after 7:30 be alright? I want to be sure my mom and dad are both home at that time
- AI** Jun 9, 2019 at 4:46 pm: Right on, we would love to work with you! It sounds like there are several areas we'll be able to help with regarding your real estate needs. Is there a time in the foreseeable future where we can set a phone appt? I want to make sure we are on the same page and can discuss next steps.
- Prachy** Jun 9, 2019 at 4:49 pm: Thank you! I'll look forward to the confirmation! :)
- AI** Jun 9, 2019 at 4:46 pm: Gotcha! I'll confirm with my associate the time to give you a call! Otherwise we're happy to help answer any additional questions in the meantime :)

Schedules an appointment for follow up

And add that appointment follow up as a "handraiser" alert!

In Summary: What Consumers See

- ✓ Facebook or Google Ad that catches their attention
- ✓ Registration form needed to continue searching
- ✓ After registration they can search and view properties
- ✓ The next time they open up their email OR their social media account, they will start seeing relevant homes sponsored by you (the agent).
- ✓ Raiya, the your assistant reaches out to find out about their real estate interests



What Agent's See

3 Ways we notify you of Priority Leads

A dark green rounded square containing the white number "1".

1

We Text you

A light green rounded square containing the white number "2".

2


We put a note in
your CRM

A blue rounded square containing the white number "3".

3

We email you


New Lead Alert Example Note

**Note**2:52 PM / Nov 26

REGISTRATION
Registration:
Ylopo ID: 8118847
Segment: City Targeted New Home Ads
Lead Type: BUYER
Ad Platform: YLOPO_FACEBOOK
Age: 18-65
Location: Ridgewood, New Jersey
When Would You Like To Move?: Next_6_Months
What Type Of Property Are You Looking To Buy?: HOME_BUYER1
How Would You Describe Where You Are In Your Home Search?: home_buyer2
Summary: (CNEW) Ridgewood
Stars: <http://stars.ylopo.com/lead-detail/f248f7d6-cb70-449d-bbc4-56c15984d602>
price: \$1,499,000

Note by **Brian Kim** [More](#)

Priority Notification Text, Email & CRM Alerts


 **Note** 7:16 PM / Oct 16

PRIORITY_LEAD_EVENT


Ylopo Urgent Priority Alert: Ylopo AI Has engaged Eunjoo Park and needs follow upStars: <http://stars.ylopo.com/lead-detail/76a8c765-662a-4066-bd3e-745bf9ebba15>

Integration powered by Real Synch

Renata Sowul (Buyer Agent) notified

Note by **Brian Kim**  [Less](#)

Raiya Updates to Conversations are a note in your CRM

 **Note** 2:53 PM / Nov 26

NOTE


We sent Dominick Arteca "Hello Dominick! This is The Client Care Team's assistant with Proper Estates. I saw you viewed some homes on our website and on Facebook in the Ridgewood Village area. Are you looking for yourself or for a friend? Also, is darteca1@yahoo.com still a good place to send listings?" on 11/26/19.

They replied "Myself and yes good email"

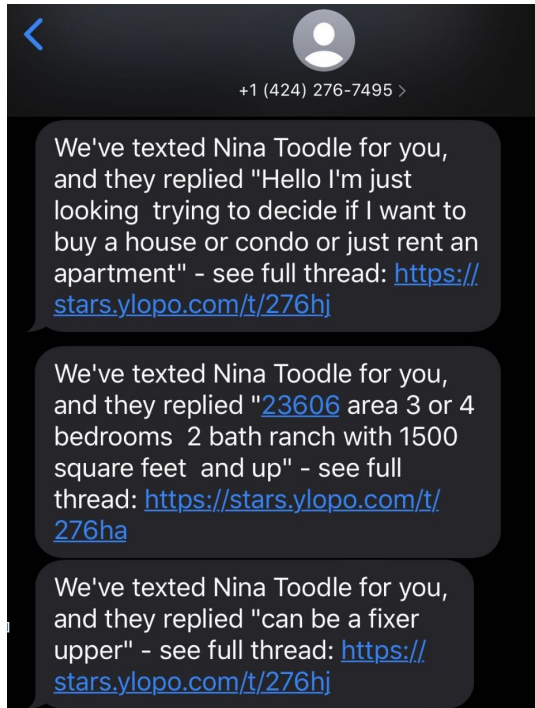
View in [Ylopo Stars](#)

To opt the lead out of future texts, [click here!](#)

To opt a lead back in to behavioral texts, [click here!](#)

Note by **Brian Kim**  [More](#)

Raiya Updates to Conversations are a note in your CRM



Ylopo Stars

Add Lead Knowledge Base
Juefeng Ge Logout

LEAD INFORMATION

First Name:
Sherry

Last Name:
Billeteer

Phone:
9045426616

Email:
sherrybilleteer@hotmail.com

Created:
05/14/19 09:55am PDT

Edit

AVG PRICE
\$370,863

LAST VISIT
42 mins ago

LISTINGS VIEWED
27

TOTAL VISITS
2

Lead Message Inbox (1 New)

Agent Toolkit

Create Push Listings

Create New Search and Listing Alerts

Create New Seller Alert

Opt Lead OUT of Behavioral Tests

Saved Search & Listing Alerts

Listing Alerts (1)
Seller Alerts (0)
Saved Searches (0)
All Searches (3)

Status	Search Summary	Last Alert Sent	Open Rate	Click Through Rate	CC Emails
Active	Recommended Search: St. Augustine, FL 32084-32092, 7K	05/14/2019	0/1 (0%)	0/1 (0%)	Edit

Listings Viewed
Favorite Listings
Log-Ins
Listing Alert History

Last Viewed	# of Times Viewed	Address	Property Info
05/14/2019 09:58am PDT	1	996 Oak Arbor Cir, St Augustine, FL 32084	3 Bedroom, 2+ Bath, 1624+ Sqft, \$225K View
05/14/2019 09:58am PDT	1	1080 Bella Vista Blvd 13-204, St Augustine, FL 32084	2 Bedroom, 2+ Bath, 1182+ Sqft, \$299.9K View
05/14/2019 09:58am PDT	1	955 Registry Blvd 313, St Augustine, FL 32092	2 Bedroom, 3+ Bath, 1400+ Sqft, \$217K View
05/14/2019 09:58am PDT	1	344 Bostwick Cir, St Augustine, FL 32092	3 Bedroom, 2+ Bath, 1855+ Sqft, \$259.9K View
05/14/2019 09:58am PDT	1	134 Moore St, St Augustine, FL 32084	2 Bedroom, 1+ Bath, 768+ Sqft, \$269.5K View

LEAD DETAILS

Details

TIMEFRAME TO PURCHASE:
3 - 6 Months

Follow Up Boss

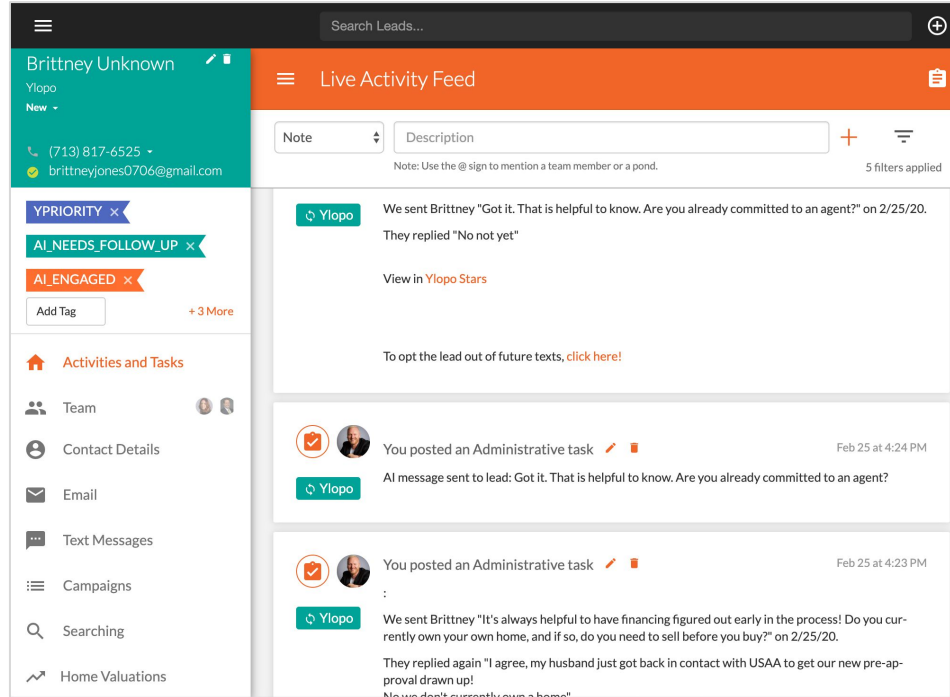
STAGE:
Lead

ASSIGNED AGENT:
The Robert Slack Team

VIEW IN FOLLOW UP BOSS

TAGS:
32223,
I_M_CASUALLY_BROWSING_RIG
HT_NOW,
Jacksonville_NEXT_6_MONTHS,
Remarketing_Visitor_RETURNED,
YLOPO_FACEBOOK_PRIORITY

CRM Example (New Lead converted by Raiya)



The screenshot displays a CRM interface for a lead named "Brittney Unknown". The left sidebar contains navigation options: Activities and Tasks, Team, Contact Details, Email, Text Messages, Campaigns, Searching, and Home Valuations. The lead profile shows contact information: (713) 817-6525 and brittneyjones0706@gmail.com. The lead is tagged with "YRIORITY", "AI_NEEDS_FOLLOW_UP", and "AI_ENGAGED".

The main area is titled "Live Activity Feed" and shows a list of activities:

- Ylopo**: We sent Brittney "Got it. That is helpful to know. Are you already committed to an agent?" on 2/25/20. They replied "No not yet".
View in Ylopo Stars
To opt the lead out of future texts, [click here!](#)
- Administrative task**: You posted an Administrative task Feb 25 at 4:24 PM.
Ylopo: AI message sent to lead: Got it. That is helpful to know. Are you already committed to an agent?
- Administrative task**: You posted an Administrative task Feb 25 at 4:23 PM.
Ylopo: We sent Brittney "It's always helpful to have financing figured out early in the process! Do you currently own your own home, and if so, do you need to sell before you buy?" on 2/25/20.
They replied again "I agree, my husband just got back in contact with USAA to get our new pre-approval drawn up! Now do I currently own a home?"

CRM Example (Priority Lead & Adjust Stars)

The screenshot displays the Ylopo CRM interface for a lead named Susan Jenkins. The interface is divided into several sections:





- Contact Information:** Phone numbers (757) 729-9555 (mobile) and (677) 628-8860,9556 (Call Sync mobile), and email meVintanksj58@yahoo.com.
- Details:** Stage A - Hot-90 Days, Source Ylopo, 4 months ago, Agent Mary Lucy, Lender Toby Harris, Price \$125,000, and Tags 23601, 23602, 23606, 23661, 23663.
- Background:** Add background.
- Social Profile:** Google Search Melvin Tanks.
- Custom Fields:** Home Value Range, Selling In, Unit#, Customer Type, Gender, Ave. Price Point 202152, Total Listings Viewed 250, Total Logins 55, Total Showing/Info Requests, Total Listings Saved 11, Priority Status, Lead Segment, Timeframe, and Ylopo Stars Link.
- Activity:** Recent Activity section with a "Ylopo Links & Activity" card containing user actions and links for push listings, listing alerts, and browsing history.
- Priority Lead Alert:** A card titled "Ylopo PRIORITY LEAD ALERT: Melvin Tanks (757) 729-9555" with a list of recommended actions:
 - Review their profile/preferences
 - Call/text the lead (757) 729-9555 to subtly engage them in their search or schedule a showing
 - Find similar homes and send a Push Listing by text.
- Task List:** A task titled "Ylopo High Priority Lead: this Lead viewed 1424 Seward Drive, Hampton, VA 6 times - subtly engage them" with a due date of Mar 4th 2020 and assigned to Mary Lucy.

CRM Example (Seller Adjust Seller Alert)

The screenshot displays a CRM interface for a lead named Richard Quintilone. The interface is divided into three main sections:

- Left Sidebar (Lead Profile):** Shows the lead's name, contact information (phone: (757) 478-1355, email: RQUINTIL@GMAIL.COM), and various tags such as 'Nikko_JSA', 'AI_START', 'Call_Night_Master_List', and 'has agent'. It also includes a search bar and navigation options for 'Activities and Tasks', 'Team', 'Contact Details', 'Email', 'Text Messages', 'Campaigns', and 'Searching'.
- Center (Live Activity Feed):** Displays a list of activities. The top activity shows a note from Ylopo: "We sent Richard Quintilone 'Let me know' on 10/29/19." Below this, a reply from the lead is shown: "They replied 'Presently painting 478 1355'". A link to "View in Ylopo Stars" is provided. A subsequent activity shows another note from Ylopo: "Behavioral Text Sent to Lead: Let me know" dated Oct 29, 2019 at 9:08 AM. The final activity shows a note from Ylopo: "Behavioral Text Sent to Lead: Hi, Richard! We wanted to reach out regarding your home located in the 23503 area due to there being some recent activity that impacts your home value. Are you looking to sell possibly in the next 6 to 12 months? If so, we would like to review with you sometime in the next week? Let me know, I can coordinate with Barry directly as I am the team's assistant." dated Oct 29, 2019 at 8:30 AM.
- Right Panel (Tasks):** Shows a "No Tasks" notification with a checkmark icon. The text reads: "No Tasks. No one has created or completed any tasks for this lead." Below this, there is a link for "SHOW COMPLETED TASKS (0)".

In Summary: What Agents See

- ✓  New lead alert as soon as lead arrives (details in notes)
- ✓  Priority notifications when a significant action occurs
- ✓  Raiya conversation notes & short link
- ✓  Ability to browse history, engage w/ Raiya, edit listing alerts, create seller alerts, etc. in stars



Recommended Lead Nurture Cadence

1

1st 10 Days - Call Daily,
Call Often, and Call at
times convenient for the
lead

2

Raiya Text at her
Cadence

3

Your CRM should
email the Ylopo Drip
campaigns

Recommended **Lead Nurture** Cadence

- ✓ | After initial 10 Days and no Response
Only focus on leads that trigger Ypriority Tag, Handraiser Tag, and AI_Needs_Follow_Up tag



Recommended **Lead Nurture** Cadence



Look to speak to new leads and old leads that trigger alerts and triage them based on urgency (A,B,C , 30 Day, 90 Day, 180 Day, or Hot,Warm,Cold)

Remember: 95 “Failures” and 5 “Successes” has an incredible ROI and is a scalable business model.



Recommended Lead Nurture Cadence



1

Hot - Speak to weekly



2

Warm- Speak to
Every 21 Days



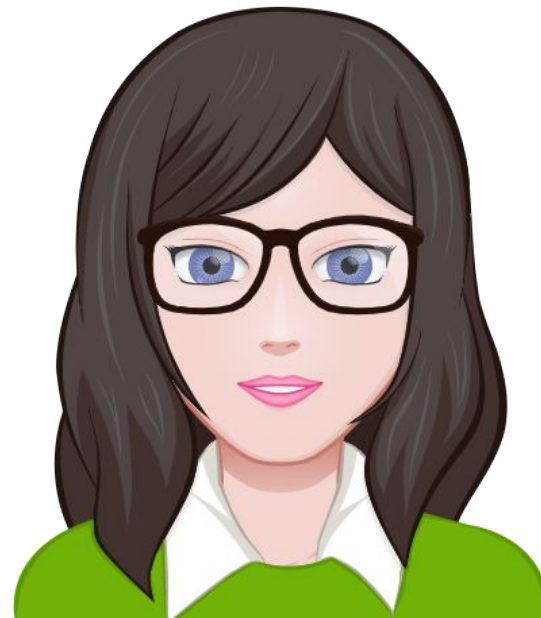
3

Cold - Speak to
Every 45 Days

Unless one of these trigger an alert, then we call immediately

How to Work Alongside Raiya

- ✓ **Premise:** You know more about your market and the needs of a consumer than a computer.
- ✓ **Leverage** should be deciding factor of when to take over convo
- ✓ If you're free, take over the convo in stars.
 - Keep Persona of Raiya
 - Set appt for yourself and give your number you'll be calling from
- ✓ If you're not free, let **Raiya** convert the lead
 - Important! Still text through Raiya/stars to set appt for yourself!



Opening Conversations - Don't Overthink

- ✓ | Ask, **"What did you like/dislike"** about the homes you saw online?
- ✓ | Ask, **"I was going through my files and didn't see if you ever bought a home?"**
- ✓ | Ask, **"What would you want to change about where you live currently?"**
- ✓ | Ask, "Do you have a friend or family member in the mortgage business?"



Objection Handling

- ✓ **Act like you care** - Always validate the lead's reason for not buying.
- ✓ **Act like they need you** - Start teaching them
- ✓ **Always Close for an Appt.**



<https://calendly.com/ylopo-marketing/marketing-call>

