



Sample Follow-Up Campaign Agents to Leads

It doesn't matter if you generate 1,000 leads if they don't convert. If you don't have good follow-up and lead conversion practices in place, you're leaving money on the table.

The typical real estate agent follows up with a lead 1.4 times. But the typical buyer doesn't book an appointment until the 6th-9th touchpoint from an agent. This sample drip campaign is a starting point to help you automate your messaging and make your follow-up more consistent.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1.) Immediate response 2.) Voicemail 3.) Email	4.) Text	5.) Email 6.) Text		7.) Voicemail		8.) Email offering to put them on hold

1 - Immediate auto-response

Most shoppers today move on if they don't hear back from a company within 5 minutes. Creating an automatic response that sends out to every lead relevant to Divvy Homes will save you time and energy.

We recommend you record a selfie video on your phone where you introduce yourself and position yourself as a helpful and trustworthy expert. There's nothing like face-to-face interaction to build trust, and texting out a video is the scalable and automated way to start that process.

Here's a script you can use as a model:

Hi, I'm Cindy Lastname with ABC Real Estate.

I believe that having your own home and space is more important now than ever. That's why I partner with a rent-to-own program that puts you on the path to homeownership.

You choose the home, Divvy buys it for you, you rent it for up to 3 years, and then you can either buy it or walk away. I'll be there to advise you through every step of the process.

Give me a call or click my link to get qualified!

2 - Call on day 1

As soon as you can after your immediate auto-response goes out, get the client on the phone. The sooner you can interact live with the client, the more likely they are to stay loyal to you.

Why is the client interested in rent-to-own? Try using the second page of our ["How to pitch Divvy" talking points](#) to educate them on the benefits of Divvy that are the most relevant to them.

Here's a script if you have to leave a voicemail:

Hi {name}, this is Cindy Lastname with ABC Real Estate. I see you're interested in hearing more about rent-to-own. I wanted to let you know that I'm going to email you a flyer with some of the basics of how this works. Call or text me when you've had a chance to look at that – I'm at (555) 555-5555.

3 - Email on day 1

Every time you send the client a touchpoint, you want to create value so the lead sees you as useful rather than spam.

For the first email to a client, try sending them our [one-page flyer about Divvy](#) or you can [customize our brochure template with your photo and contact information](#).

Hi {name},

Thanks for reaching out about rent-to-own. I wanted to send you this flyer (attached) with some of the basics of how the program works. I'm happy to talk you through the process when you're ready.

When's a good time for a phone call? I'm at (555) 555-5555 if you want to try calling or texting me.

4 - Text on day 2

Always add value. One fact about how rent-to-own works or how many Divvy Homes you've closed would do.

Hi {name}, it's Cindy from ABC Real Estate. I wanted to make sure you had your questions answered about rent-to-own. It usually takes about a week to get approved with this company and find a home and another 2-3 weeks to close. When do you want to be in your new home?

5 - Reply to your earlier email on day 3

Always add value. One fact about how rent-to-own works or how many Divvy Homes you've closed would do.

Hi {name},

I hope you're having a nice day! I wanted to check in to see how things are going? I noticed you haven't completed your application with that rent-to-own program. Do you have any questions or concerns that I can help address? If not, you can log in here {add your unique agent URL here} to finish your online application. Once you're approved you'll receive your home budget and we'll be able to start shopping for a home of your choice.

Something to keep in mind: applying will NOT hurt your credit score. Divvy does a "soft" credit check, which means it will not show any inquiries on your credit report.

Let me know how I can help.

Your agent,

{YOUR NAME}

6 - Text on day 3

Always add value. One fact about how rent-to-own works or how many Divvy Homes you've closed would do.

Hi {name}, I just sent you an email with the link to apply and see if you're qualified for that rent-to-own program we talked about. Approvals are good for 90 days, so you don't have to be ready to move right now. Let me know if you have any questions. It's Cindy from ABC Real Estate.

7 - Try calling again on day 5

If this client hasn't responded yet, they may have concerns about the program. Check out our [objection handling guide for agents](#) to prepare for a conversation. If they don't answer, here's a model voicemail:

Hi {name}, it's Cindy from ABC Real Estate. I wanted to make sure you had your questions answered about rent-to-own. Do you want to talk about which types of houses are available for the rent-to-own program? Give me a call back at (555) 555-5555 when you're ready.

8 - Email offer to put them on hold on day 7

Sometimes leads will come back to convert when the time is better for them if you leave the door open for them. Most leases are for 12 months, so it may be wise to set a reminder to try reaching out to them again in about 9 months.

Hi {name},

I hadn't heard back from you about that rent-to-own program, so I'm assuming you re-signed your lease for another year. I'd be happy to work with you to help you find your next home when your next lease is up.

We'll need about 1-2 months to get you into a rent-to-own or about 3 months to buy when you're ready. Please feel free to call, text, or email me if you have any questions about the real estate market!

Your agent,

{YOUR NAME}