



Real Estate Lead Follow-up System

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This guide is designed so you can have a successful farming experience with your blog. After reading this guide take action with what you have learned.

Email#2 - what is one feature that you just have to have?

Subject: what is one feature that you just have to have?

Hi [client first name],

I hope you have had a chance to take a look at the website that I set-up for you with the listings that you requested. I want to be able to help you find the home that you desire. I know that sometimes there is one feature that no matter what you have to have in a home. Let me know what that feature is for you and I will make sure that your website only shows you homes with that feature.

Some features that my past clients have said are their top choice are:

- 2 car garage
- Inside laundry
- Granite kitchen counters
- A lot size over 5,000 sqft

Let me know the feature that is the deal breaker for you and I will make sure the homes that show up meet or exceed that criteria.

Respectfully,

[AgentName]

[Title]

Find your next home or condo at:[website]

Direct:[Phone]

[brokerage affiliation]