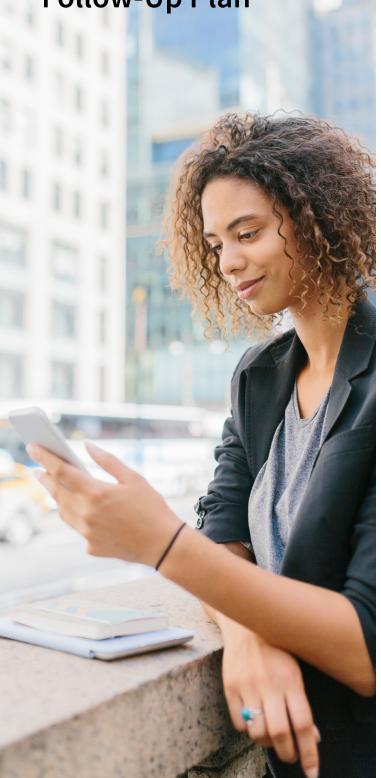


The 3-7-10-2 Follow-Up Plan



Quality matters more than quantity, but we recommend the following **maximum** number of touches for inactive prospects. If you're conducting your outreach effectively, you may need far fewer.

- total touches the first day
- 7 total touches in the first week
- total touches in the first month
- touches per month after the first month



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Day 1	 Intro phone call — leave voicemail if no answer Send intro text if you do not connect by phone, with the goal of coordinating a phone call Still no response? Send intro email by end of day 			
Day 2	Send follow-up textSend follow-up email			
Day 3	Send another follow-up text			
Day 4	If no response yet, pause outreach for one day			
Day 5	 Send a personalized text with a call-to-action about the initial property of interest or a similar property. This will capture their attention and show your interest in their search. 			
Within 30 days of initial inquiry	 Send three additional follow-up attempts using alternating me (call/text/email) if you haven't yet connected If you have connected, use method prospect is most responsive 			
Each month after initial inquiry	 Make two outreach attempts. Leverage text to increase the likelihood of your message being read and responded to — close to 100% of all text messages are read within minutes of receipt) 			