

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.

3

total touches the
first day

7

total touches in the
first week

10

total touches in the
first month

2

touches per month
after the first month

Here's how to implement this follow-up plan on a day-to-day basis.

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 text
- Send 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 methods (call/text/email) if you haven't yet connected
- If you have connected, use method prospect is most responsive to

**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)
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