

Nurturing Inactive Prospects Using COMET

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Customize outreach

Personalize the experience as much as possible. Make prospects feel as if you were their only outreach that day. Don't burn through your touches with communications that don't feel like they came from a human being who cares.

Personalization: more than just a name

Customize your touches by leveraging what you know about the customer from past interactions:

- The neighborhood, property type, or price of the original inquiry
- Specific attributes of the property that you suspect might have piqued their interest
- Any and all communications received from the prospect
- What media the prospect uses (phone, text, email) and what times of day they tend to respond
- Your notes from phone calls or in-person interactions

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Offer value

Every touch needs to offer unique, relevant value to the customer. If the message you're trying to deliver doesn't meet this bar, don't send it. For even more effective customization, try to make the value that's offered relevant to past communications.



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Be their source for all things homebuying

The following are just a few examples of valuable information you can share with prospects:

- Suggestions of other neighborhoods or properties that may interest the prospect given their original inquiry, saved searches, or saved listings
- Updates on market conditions: a table showing homes sold in the past three months with listing and sale prices, plus your assessment
- Information about local developments, such as changes to public transportation routes, school districts, or zoning

Manage touches

Visit your online Experts dashboard to segment your prospects by Connection Status, which denotes the status of the outreach (e.g. Unresponsive, In Communication, Attempted Contact).

Easy does it

If your follow-up cadence has a nickname that includes the word “pain,” it’s time to rethink it. If you feel that you need to send blast after blast, your outreach likely needs to offer more value, sound more human, or be more customized.

Text message

Close to 100% of text messages are read within minutes of being delivered. It's an effective method of grabbing attention and offers a convenient way for the prospect to respond.