



NOT READY FOLLOW UPS

Not ready follow ups are people that you get on the phone, but they are not ready to buy just yet. You still need to set up an appointment for them and get that listing. You need to do what you can to win their business.

What is a not ready follow up? First, you need to set a timeline. You need to find out when they want to move and when they want to be in their new home. Do they want to be there in the summer or in the winter in time for Christmas? If you can set a solid timeline then you will know when they will want to buy a house.

The goal for each person could be different; some could be Thanksgiving, some Christmas, some in the summer or some in the spring. You have to figure out what is motivating their move and why it is important for them to move during that time. Figure out what is motivating them to move. Once you have a timeline, you can move on. Let's say the goal is June 1st.

In this situation, the buyer would move faster if they could find the perfect home, but they really want to be in their new home no later than June 1st. So today is April 1st and we have a few months until their deadline. There is basically 90 days. Instead of figuring on the 90 days, cut the time in half and this makes it around May 15th. On May 15th, you need to call your client and point out that they want to be in their new home on June 1st.

You need to question if they have made plans or if their plans have changed. Find out if they decided that they wanted to move later. You do this because if they decided they wanted to move earlier than their predetermined date then then you will have lost the sale.

If you call them on the 15th which cuts the 90 days in half, then you will know if they are still interested in making a move. If they are, then you have 45 days until it is time to make a move and you need to put the pressure on. You need to point out that you wanted to touch base with them to see if they are still wanting to move in on June 1st and find out if they have seen any houses come up on the market that they want to look at.

Chances are that you will want to talk to them multiple times to keep building the relationship and doing a follow up with them. These are the reasons that you will get the buyer and that you will get the listings. Doing this is something that other agents do not do because they give up without doing their follow ups.

