



HOW TO GET A BETTER RESPONSE FROM LEADS **GUARANTEED**

WHAT TOP BROKERS, TEAMS, AND AGENTS

ARE DOING RIGHT NOW

BROUGHT TO YOU BY



Sloppy follow-up is more than a pet peeve for us at Agent Legend – it's our sworn enemy. Without strong follow-up, you're missing deals and losing money. We believe that those who get consistent, get commission. Every agent knows this, yet even the best sometimes struggle to keep up.

THAT'S WHY WE CREATED AGENT LEGEND, THE 100% CONSISTENT, PERSONALIZED LEAD FOLLOW-UP SYSTEM THAT NO ONE WILL EVER KNOW IS AUTOMATED. IT'S THE NEW INDUSTRY STANDARD THAT TOP TEAMS ARE USING RIGHT NOW TO GET RESPONSE RATES OF **43 – 82%**.

SIGN UP NOW

AT AGENTLEGEND.COM

HEAD OVER HEELS IN LOVE WITH AGENT LEGEND!

– **KYLE WHISSEL**
BROKER / OWNER, WHISSEL REALTY

OUR CONVERSION HAS GONE UP BY 10-15%

– **DUSTIN OLDFATHER**
CEO, THE OLDFATHER GROUP

PRIOR TO AGENT LEGEND WE RELIED ON OUR ISA'S AND WERE AVERAGING 21% CONTACT. AGENT LEGEND HAS RETURNED A 43% ENGAGEMENT RATE!

– **KEVIN SMITS**
BROKER / OWNER, CENTURY 21 GOLD





Growing your real estate business isn't really any more complicated than promoting any other business.

IT BOILS DOWN TO TWO STEPS:

1
GENERATE LEADS

2
CONVERT LEADS

Today, I'm only here to talk to you about the second part. I'm going to assume (and this is IMPORTANT) that you've already got leads flowing in. If you don't have at least some leads, then this report won't help you.

People are requesting information. You're getting a stream of Internet leads, referrals, and sign calls. Leads are not the problem. Your primary concern is turning enough of those leads into paying customers. If you could only do that, you could afford to generate even more leads and grow your business at an exponential rate.

THE ONLY THING HOLDING YOU BACK IS A LOW
CONVERSION RATE. IF YOU COULD JUST PLUG
THE HOLES IN THE LEAKY BUCKET, THEN YOU
COULD CLOSE MORE DEALS.

Look, I'm not here to make you feel bad about your numbers. Low conversion rates have been the norm for a long time. It's not your fault. Your agents don't have a lot of options for follow-up, and none of them are perfect.

LET'S TAKE A LOOK AT YOUR CURRENT FOLLOW-UP.



HOT TIP:

You do have a system, right? A repeatable process that can take away the mystery of follow-up and increase its effectiveness? Those who have a system have an advantage. Those who don't have a system are losing sales.

THINK ABOUT IT.



What do your agents do when a lead comes in?



Do they call every prospect? Email them? Text them?



When?
How often?

Personal touches are nice, especially when an agent is starting out, but who can be expected to keep up

WITH EVERY SINGLE LEAD?

It gets worse. What happens when they don't get a response? Should they just give up? Not a chance. The most effective follow-up is a string of MULTIPLE contacts. However, asking your agents to follow up with every lead more than once doesn't do anything but compound the problem of ineffective, slow follow-up.

Weak follow-up is an easy problem to identify. Just look at your team's activity – or lack of it.

ARE YOUR TEAM MEMBERS...



...consistently following up with every single lead?



Multiple times, if necessary?



More importantly, look at their results. Is your average response rate less than 50%?

HOT TIP: You've got to know your numbers! What can't be measured can't be improved!

What would happen if you hired an agent who followed up with every single lead perfectly (without you having to nag him to death)? Imagine if this person got a response rate of 67% or higher. Imagine the kind of money that would translate to per month.

I have good news...you don't have to imagine it. There are agents right now who are pulling their response rates out of the toilet and transforming them to 55%, 67%, or even 80% and higher! Best of all, they're doing it while spending LESS time on follow-up. There's no need to tolerate low response rates. There's no need to be glued to your phone every waking minute just to try and keep up with your incoming leads. Just ask Dustin Oldfather, CEO of The Oldfather Group of Ocean Atlantic Sotheby's International Realty. He doesn't waste his team's time and resources anymore.

"I HAVE SOME OF MY ASSOCIATES IN DIFFERENT MARKETS WHO HAVE AS MUCH AS 80% RESPONSE RATE TO THE AGENT LEGEND PLATFORM, SOME CONVERTING AS HIGH AS 50% APPOINTMENT FROM AN AUTOMATED SYSTEM."

– DUSTIN OLDFATHER



The next section will give you the exact word-for-word follow-up process these agents are using

SO THAT YOU CAN INCREASE YOUR RESPONSE RATES TOO.

FOOL-PROOF FOLLOW-UP SCRIPTS TO IMPROVE RESPONSE RATES

DAY 1



PHONE CALL

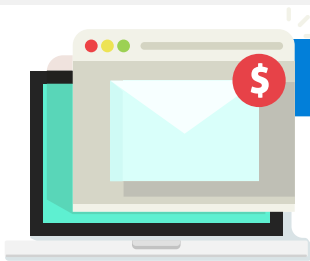
WITHIN 5 MINUTES

Hi this is [YOUR NAME]. Thanks so much for your request. I just got it and wanted to call you right away. I'd be happy to answer any questions you have about the property and schedule a private showing or help you find other properties if that's what you want as well. So just give me a call back and I look forward to hearing from you soon.



NOTE:

This is a script for a voicemail because almost nobody answers their phone from numbers they don't recognize.



EMAIL

10 MINUTES AFTER LEAD COMES IN

Subject line: [ADDRESS]

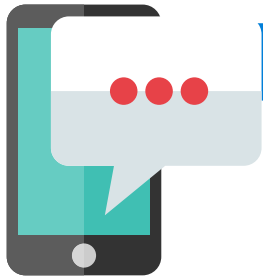
Hi [NAME],

Thanks for your inquiry regarding the property at [ADDRESS]. I would be happy to schedule a private showing or answer any other questions you may have. Please feel free to call, text, or email me.

I look forward to hearing from you.

Thanks again!
[YOUR NAME]

DAY 1 (CONT.)

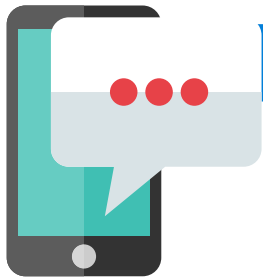


TEXT

5 MINUTES AFTER EMAIL

Hi [NAME], thanks for your property inquiry! I thought following up by text might be easier for you. Do you have any specific questions about the property or want to set up a private showing? Just let me know how I can help you.

DAY 2



TEXT

9 AM

Hi [NAME], sorry that we haven't been able to connect about that property you are interested in. How can I help?

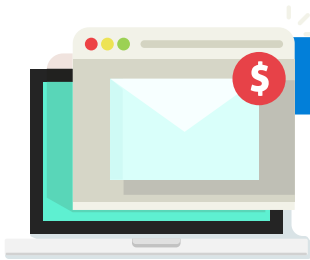
DAY 3



PHONE CALL

9 AM

Hi this is [YOUR NAME] I'm sorry I haven't able to get in touch with you. You reached out a few days back about information about a property you were interested in. If there's anything I can do for you, if you want to schedule a showing for that property or maybe you have any questions in general maybe about finding other properties, I'd be happy to help you out. Please just call back at your convenience. Thank you so much.



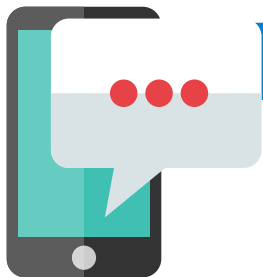
EMAIL

NOON

Subject line: Checking in Re:[ADDRESS]

Just wanted to follow up with you regarding the property at [ADDRESS]. Are you still interested in seeing it? If not and you'd like to see a different place or want any information on the surrounding area, please let me know.

Thanks in advance,
[YOUR NAME]



TEXT

3:30PM

Hi [NAME], are you still interested in the property at [ADDRESS]? If not, that's okay. I can help you find other properties or answer any other questions you might have.

WHY IT WORKS:



SPEED TO LEAD

I know some “experts” recommend huge follow-up sequences of thirty days, ninety days, or longer. But here’s the truth: There’s no better time to catch someone than right after they request information about a property. Often, the first agent to call back wins the deal because that’s when the prospect is most excited about the property. They don’t care who their agent is. They just want to see the house. And the first person who gets to them gets the business the large majority of the time (especially for buyers).

PERSONAL

Everyone hates being contacted by computers. No one wants to hear from spammers, bots, or the dreaded automated phone system of death (“Press one for English...”). In an age when digital connection has skyrocketed, HUMAN connection has plummeted. By making a personal connection, you will stand out from the crowd and earn a huge advantage.

MULTI-MEDIA

Some people prefer to be called and some would rather get a text or an email. This system contacts people how THEY prefer to be contacted.

NATURAL, NOT PUSHY

There’s a fine line between being seen as helpful and being seen as salesy. One wrong word or phrase said at just the wrong time could land you in the “annoying” pile and cost you a deal.

THE MAGIC NUMBER

Research has shown that it takes an average of seven brand impressions before a sale can be made. Guess how many times successful agents follow up?

WHY YOU WON'T WANT TO DO IT



TIME: Seven contacts...PER LEAD!? All of them perfectly worded and perfectly spaced apart for maximum effectiveness!? And after all that, they might be a renter or just bought the house next door. Like Sweet Brown says, "Ain't nobody got time fo' dat!"

Even though you've seen proof that it works, even though you know why it works, that's not going to change the fact that you and your team are busy.

This is exactly why we've developed the 3-Day Personal Automation Follow-Up System for Real Estate Agents.

THE BEST OF ALL WORLDS

This new technology solves the follow-up problems that have been plaguing agents for decades. It's fast AND personal. You can contact prospects multiple times and through multiple forms of media WITHOUT being pushy or feeling the awkward sting of rejection. Best of all, it's easy to use and insanely powerful.



The phone calls are automated AND personal. It's your voice talking to their voicemail. They'll think you took the time to pick up the phone and call them.



The texts and emails are automated AND personal. You can make them say whatever you want, but we wouldn't deviate too far from the script above. It has been proven to work, and there's no need to mess with success.

5 REASONS



AGENT LEGEND USERS RECOMMEND THAT YOU SIGN UP YOUR TEAM TOO

1

BECAUSE IT QUICKLY PAYS FOR ITSELF

We got a listing appointment on the first day! – **MARTY RODRIGUEZ**

Every single lead I've gotten has reached out to me and either called me back, or e-mailed me (or even both!) I've got 3 appointments setup tomorrow - it's amazing and just blowing up!

– **CHARLIE MADISON**

2

BECAUSE IT FITS IN TO WHAT YOU'RE ALREADY DOING

Whether it be from Zillow/Trulia, my open house leads, or even old leads that no one else wanted. I input them in the system and they are automatically contacted and continuously followed up on for days to come. I've only had this program for 3 months, but I've had countless of old, 'dead' leads resurface and I've been able to convert them into clients.

– **MIKE ROLAND**

3

BECAUSE IF YOU DON'T, YOUR COMPETITION WILL

For anybody that's considering the Agent Legend platform, what I would say is don't wait. This technology is so powerful. It is going to become mainstream...your competition is going to have it very soon.

– DUSTIN OLDFATHER

Just yesterday we met with a client and after showing her a house she said that the reason she used us is because we were the quickest out of many other agents that continue to call her. We now have her locked in as our client.

– BILLY ALT

4

BECAUSE NO ONE WILL KNOW YOUR FOLLOW-UP IS AUTOMATED

I walked through the process and the automation is at no point discernable.

– CRAIG C. ROWE, INMAN REVIEW

I love this system! It has really changed the way my new leads are interacting with me. Because they're getting text messages and voicemails from me, they feel like they've been conversing with me all this time so when I actually meet them face-to-face, it feels like we're old friends! [Agent Legend] has really helped me gain more business and turn around existing business faster.

– SHENA OMOTOLA

5

BECAUSE IT SAVES A TON OF TIME

I now have the freedom to stay focused, knowing that Agent Legend would handle the rest.

– WILLIAM O'KEEFE

It saves me tons of time. And we all know time is money.

– JASON CLARKE

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BROKER / OWNER, CENTURY 21 GOLD

WE ARE HEAD OVER HEELS IN LOVE WITH AGENT LEGEND!

We recently starting utilizing the Agent Legend system and are head over heels in love with it. It has drastically increased our efficiency and allowed us to accomplish a lot more with less time. What makes it super cool is the ability to follow up via a variety of methods including SMS, MMS, phone and email. If you're looking to step up your game, Agent Legend will help get you there!

– **KYLE WHISSEL**
BROKER / OWNER, WHISSEL REALTY

DON'T WAIT. THIS TECHNOLOGY IS SO POWERFUL.

Knowing that we've had a 55% response rate with that platform has been quite frankly, amazing. We know that our conversion from what we are already doing has gone up by 10-15%. That means that 10-15% higher return on all of our current efforts for a platform that's completely automated.

– **DUSTIN OLDFATHER**
C.E.O., THE OLDFATHER GROUP OF
OCEAN ATLANTIC SOTHEBY'S INTERNATIONAL REALTY

“THIS PROGRAM DELIVERS.

Agent Legend has been nothing short of magical for our client engagement. Prior to Agent Legend we relied on our ISA's to follow our client engagement plan and were averaging 21% contact. Unfortunately ISA's are people and they don't always follow even the best laid plans. Automating our client engagement plan within Agent Legend has returned a 43% engagement rate! When you look at increasing your conversion rate, you have to first look at getting in front of people and this program delivers. I think of it as the bulldog of the real estate industry.

– **KEVIN SMITS**
BROKER / OWNER, CENTURY 21 GOLD

“SIMPLY EPIC.

Agent Legend is simply EPIC. I've tried multiple other services who claim to do what Agent Legend does with disappointing results. The second I turned on Agent Legend my phone started ringing with inbound responses from all of my different lead sources. My team loves it too. We place a high amount of importance on appointment setting and Agent Legend does all the heavy lifting for you. Do yourself and your agents a favor and sign up now.

– **JAY PITTS**
BROKER / OWNER, REMAX