



Agent Mastermind: *Cold Lead Follow-Ups That Convert*

When creating effective follow-up strategies to boost cold lead conversions keep these four areas in mind:

1. *Personalization*
2. *Value-adds*
3. *Persistency*
4. *Long-term follow-up*

Draft email text to use to restart cold lead communication.

Example: *"Dear <name>, What information or resources would you find most valuable right now to help you with your real estate needs?"*

Brainstorm ways to personalize follow-up communications.

Example: *Include information on currently available homes like the one they initially inquired about.*

List valuable items to include in your follow-up communications.

Example: *Absorbency rate for the area they initially inquired about.*