



Rick Storlie's

NEWHOME
SALES COACH

A Builders Automated System of Generating Leads & Closing Sales

952-895-5566

I hope you're finding these strategies fruitful! If you'd like to learn more about our programs for home builders and remodelers, [schedule a complimentary 1-hour business evaluation](#)

~Rick

Week 3

Virtual Meetings, Re-engagement & Virtual Events

Action items for week 3:

1. Prospects- Revisit all who are on hold and make them an "offer" to move forward now. Consider adjusting terms, etc.
2. Virtual consults
 - a. Use screen share and video
 - b. [Sample visual to use](#) with screen share
 - c. [Needs wants and wish list template](#)
3. eAnnouncement to Leads
 - a. Segment your list by
 - i. Opens (separate email)
 - ii. Clicks (call/text)
 - b. All others forward of previous week email
4. eAnnouncement to Realtors
 - a. Segment your list
 - i. Opens (call text)
 - ii. New email
5. **Highly recommended- Virtual Events**
 - a. Host virtual events using Facebook Live Producer or YouTube Live (note, you need to have 1,000 subscribers to your YouTube channel to use the Live function). If you want to try virtual events we'll run them the same as current events by promoting on email and sending a link to the event.
 - i. Tutorial for using [Facebook Live \(Live Producer also available\)](#)
 1. [Scheduling](#) a Live Event on Facebook in advance
 - ii. Tutorial for using [YouTube Live](#)

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To do ASAP!:

1. Edit & updated eAnnouncements
 - i. Email for Leads that opened last week's email
 - ii. Email for all other leads
 - iii. Realtor eAnnouncement

Action item #3a

Subject line: Quick question

[first name],

We're now offering virtual consultations for our new homes [or] remodeling projects. We've set up a web page [link to pre-planning post] loaded with ideas to inspire you while we shelter-in-place.

I heard from a few people asking for resources for specific items we hadn't listed on our pre-planning page. Please reply to this email and let me know if you're looking for info on a specific item(s). I'll shoot it over to you right away.

Hope you and your family are safe and well. Talk soon!

[salesperson first name]

Action item #3b

Lead email

Subject line: FW: Finally, some good news!

[first name],

In case you missed this, we now have the ability for you to begin pre-planning your new home [or] remodeling project. Check out the web page [link to virtual consult blog post] we created loaded with links to resources for getting inspiration!

Please reply to this email if you're looking for something we didn't list on our web page. I'll shoot it over to you.

Hope you and your family are safe and well. Talk soon!

[salesperson first name]



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Hello [first name]!

Being stuck at home for work (and now online school) is tough on us all. Not only is everyone looking for a private work space, we're dealing with limited internet bandwidth and surprise interruptions from barking dogs and kids (and sometimes the kids bark too!).

We're all a bit unsettled wondering when life will get back to normal. But until that day, we'll make the best with what we have. That's what [insert state or country e.g. Texans/Americans] do!

Virtual new home planning- it's here!

[or]

Virtual Remodeling- it's here!

Have you been dreaming of how a new home would make life so much easier based on our "new normal?"

[or]

Have you been visualizing what your home would look like without that "wall" or newly added space?

Are you designing your home's layout in your head?

Ready to scratch that itch!?

I'm very excited to announce **we are officially offering virtual planning consultations!** Technology now allows us to offer all the guidance and resources we provide in-person, online.

If you've been wondering how to take advantage of today's historically low interest rates or just want to get a jump on the planning process, we've provided a full list of resources for you here [link to lead messaging blog post].

The best news? You don't even have to leave your house and you can use your phone, tablet or computer- it's super easy!

Start by clicking here [link to lead messaging blog post] to access all our floor plans, location availability, pricing details and the latest and greatest products for your new home.

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I hope you and your family are healthy and doing well 😊

Looking forward to meeting you virtually!

[Signature]

Action item #4a

Realtor Email

Subject: Are you dealing with this too?

Hey [first name]!

I was talking to some other Realtors and they told me it's getting tougher and tougher to get into people's homes to show prospective buyers. Ouch!

Have you considered looking at new homes?

We're still building and can meet virtually with you and your buyers!

We're now offering virtual planning sessions for our new homes. Everything we normally do in-person we're now able to do virtually.

If you have any buyers looking in the [insert breadth of offering e.g. \$600's - \$900's] in the [insert locations] area(s), shoot me a text and I'll let you know what we've got.

You can text me at [insert cell].

As you know we make things super simple and I'll do all the work- you get to be the hero! ;-)

Hope we can work together!

[signature]