



In-House Follow Up Marketing Campaign

The SalesTeamLive In-House Follow Up Campaign is specifically designed to follow up with your warm leads and offers that have not yet been accepted. This is a highly effective marketing campaign designed to convert warm leads into cash and increase your cash flow substantially.

Campaign details include:

Market

- Owners of properties that you convert to your In-House Follow up in SalesTeamLive. Additionally, you can provide your own list of properties for follow up.
- Ideal for use in conjunction with other SalesTeamLive “Done for You” Marketing Campaigns.

Message

- Message written by Richard Roop, known as “The Marketing Consultant for Real Estate Investors”
- Personalized to homeowners that you’ve already contacted
- Expresses interest in buying property
 - Quickly and easily
 - At a fair price
 - On the date of the homeowner’s choosing
- Realtor version available

Media

- Direct marketing using First Class mail
- Card design: canary-yellow, card stock, 4” x 6” postcard
- Yellow Letter design: 8 1/2 x11 lined yellow letter with handwritten font
- Alternating media mailing: In-House Follow up Yellow Letter, Million Dollar Postcard, Personalized Postcard, Notice Postcard, In-House Follow up Yellow Letter, Million Dollar Postcard.

Multiple/Months

- Each property receives six pieces, beginning with the In-House Follow up Yellow
- Warm Leads converted to In-House Follow Up mailed at 30 day (recommended) intervals starting at user define Follow Up date
- SalesTeamLive customer supplied list mailed at 30 day (recommended) intervals starting at user defined Follow Up date

Money

- Investors should expect to spend from \$100 – \$400 per deal for this campaign. Note: Expenditures necessary to obtain a deal vary depending on local conditions.



Investor Tip:

The **In-House Follow Up** is great for keeping in constant contact with your warm leads and contacts. Keep your name and contact information in front of your contacted list and be ready to increase your profits and conversion rates.

“For years, I’ve closed 50% of my deals using an In-house follow up campaign. This is one of the best approaches in converting warm leads and rejected offers into gold.”

Richard Roop