

I ♥ RETSO.

We miss you Dan!

@danstewarthg



#followupforever

The average real estate
lead only receives
1.4 phone calls
and
2 emails follow-ups



50 inquiries =
42 phone calls
&
92 email follow-ups

.84 phone calls
and
1.84 email follow-ups

**Only 7 agents tried
to call me more than
once.**

Attached in the blue hyperlink below is a listing(s) for your review. Please call me with any questions.

My website has all the same features as the large national websites.



1.84



1.84

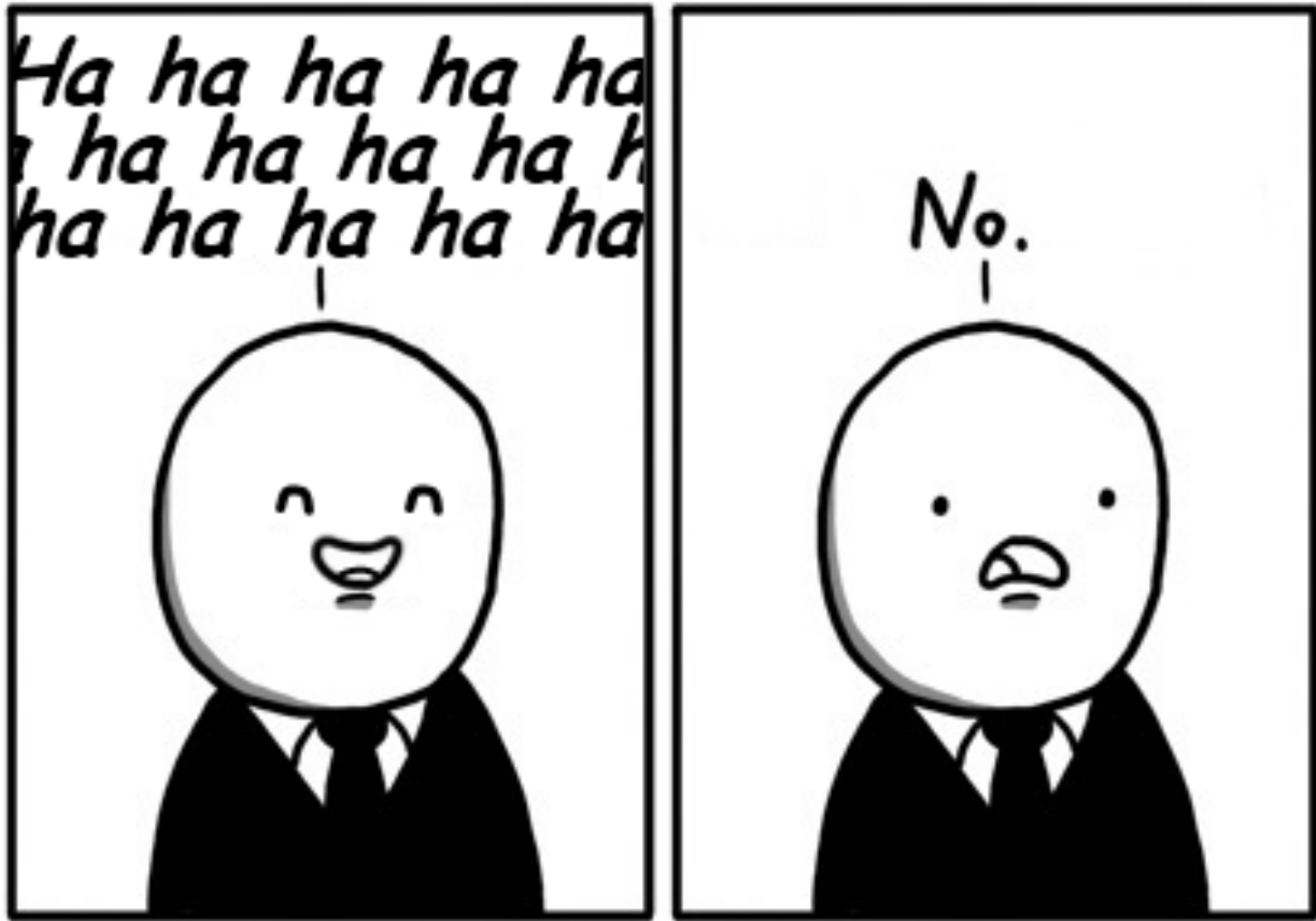


happy EFFORTLESS E-NURTURING
grasshopper®



Why are they so afraid?





Someone on Facebook Sometimes sending nothing is a much better marketing move.

Like ·  6

Someone Else I've been sending exactly nothing for half a year for precisely the reasons above.

Like ·  3



**KEEP
CALM
AND
CLICK
"UNSUBSCRIBE"**

Below is a list of the people who interacted with your emails yesterday.

Blast: Best Tacos in the World	
Steven Sharpe steven@ssharpe.com 617-723-1200	Clicked Tags: General
Ben Carter bencarter@retso.com 978-263-5775	Clicked Tags: General
Bill Lublin bill@century21.com (508) 481-9200	Opened Tags: General
Melissa Case melissa@happygrasshopper.com (781) 648-8808	Opened Tags: General
Jeff Turner jeff@zeek.com 508-627-8951	Bounced Tags: General
Rob Hahn rob@robhahn.com 714-696-5200	Opt-Out Tags: General



Email provides the largest return on investment of any other medium at \$40 for every \$1 spent.

- McKinsey & Company 1/2014



**90% of my business
comes from referrals.**

Open rate – 32%

Unsubscribe – 0.6%

Virgins Rock!





Let's talk leads.

92% of all buyers search
for a home online.

#followupforever

Capture.

Acknowledge.

**2/3 of buyers and
sellers hire the first
agent they speak
with.**

Position.



vs.



**Most consumers
think all real estate
agents are the
same.**



Nurture.



**OMG- I love Santa and
Polar Bears too.**

**If Coke had your
email address they'd
email you everyday.**

#followupforever

celeste@happygrasshopper.com