

SOLD.com Seller Leads Playbook

At SOLD.com, we engage consumers at different stages of their selling journey through a variety of strategies. Many come directly to our website, providing insight into their selling goals. We also run targeted ads, such as “What’s my home worth?” or “Get a cash offer,” and partner with FSBO (For Sale By Owner) sellers who are open to exploring backup options.

The key to converting these leads is recognizing their motivation and approaching them in a way that aligns with their current needs. This guide outlines best practices for engaging leads based on how they entered the SOLD.com ecosystem. Our leads are categorized in to 4 customer “intents”:

1. Lead Intent: “Home Valuation”

Lead Motivation: Very top-of-funnel. (Early in the process)

- **Definition:** Consumers who request a home valuation are typically in the early stages of exploring their options. Most of them are not ready to admit they want to sell, but learning their home’s value is often the first step in a selling journey that could take 12-36 months. Around 10% of these leads will list within the first 12 months.
- **Best Practices for Outreach:**
The goal here is to build rapport and position yourself as the local area expert. It’s important not to pressure them into talking about listing their home. Focus on establishing a relationship and demonstrating your value by providing helpful information.
- **Intro Script:**
"Hi [Lead's Name], this is [Your Name] with [Your Company]. I received your request for a home valuation. I'd love to help you with that and give you a more accurate estimate based on your home's unique features. I specialize in your area and can also answer any questions you have about the market."

Would it be helpful if we set up a quick time for me to stop by to take a look at your home and provide you with a more personalized valuation?"

- **Email Example:**
"Hi [Lead's Name], Thank you for requesting a home valuation! Based on what I'm seeing online, your home's value appears to be around [Value]. Does that align with what you were expecting?"

These online valuations are often just an estimate, and as an area expert, I'd love to come out and provide you with a more accurate, personalized valuation based on your home's unique features. Would you be open to scheduling a time for me to come by and provide a detailed assessment for you. I'd be happy to help!"



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2. Lead Intent: “Cash Offer”

Lead Motivation: Mid-to-Low funnel, -demonstrating real intent to sell.

- **Definition:** These leads are actively exploring the possibility of selling but are initially focused on getting a cash offer. While 22% of these leads will list with an agent within 12 months, though some take over 12 months to fully convert.
- **Best Practices for Outreach:**
Approach these leads with an open mind and offer to discuss all their available options. Your goal should be to understand their needs and guide them toward the best decision, whether you're talking through a cash offer through a partner, or exploring traditional selling routes. Remember that if you don't have cash offer options in your toolbox, SOLD.com may be able to help through our investor network.
- **Intro Script:**
"Hi [Lead's Name], this is [Your Name] with [Your Company]. SOLD.com has informed me that you have requested information about a cash offer for your home. I'd love to schedule a time to come by to take a look at your home and to review all your options in person to help you find the best solution. When would be a good time for me to stop by for a quick visit?"
- **Email Example:**
"Hi [Lead's Name], this is [Your Name], and I saw that you requested information about a cash offer for your home. I'd love the opportunity to meet with you in person to discuss all your available options and help you find the best solution based on your specific needs. Cash offers are just one route, and having a full understanding of the market can sometimes reveal other interesting opportunities.

Would you be open to scheduling a time for me to stop by? That way, I can provide a more accurate assessment of your home and talk through your goals. I'm here to make the process as smooth as possible and ensure you're getting the best possible outcome."

3. Lead Intent: “General Seller”

Lead Motivation: Mid-funnel, open to discussing selling options.

- **Definition:** These leads have expressed interest in selling and are looking for guidance. They may be unsure of the best path forward but are actively considering their options.
- **Best Practices for Outreach:**
You can be more direct with these leads since they've shown intent to sell. Discuss their goals and position yourself as a trusted advisor who can help them through the selling



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- **Intro Script:**

"Hi [Lead's Name], this is [Your Name] with [Your Company], and I'm one of the preferred agents in your area working with SOLD.com. I saw that you're interested in exploring options for selling your home, and I'd love to chat with you about how I can help. I'm here to make the process as smooth as possible and find the best approach that fits your needs. When would be a good time to connect?"

- **Email Example:**

"Hi [Lead's Name], I noticed you recently came through SOLD.com and expressed interest in exploring your options for selling your home. I'm one of the preferred agents in your area, and I'd love to help you figure out the best approach based on your goals and current market trends.

Whether you're ready to take the next steps or just gathering information, I'm here to guide you through the process and make it as smooth as possible. If you'd like, we can schedule a quick call or even set up a time to meet and discuss how I can help. When would be a good time for us to connect?"

4. Lead Intent: "For Sale by Owner (FSBO) Exploring Options"

Lead Motivation: Already on the market FSBO. Low funnel. (Late stage)

- **Definition:** These leads are trying to sell their home on their own but are open to considering backup options. They may not be ready to list with an agent right away, but they often need support throughout the process. Remember, one of the hardest components in the sales process is determining which clients are actually ready to sell. FSBO sellers are trying to sell! And many of them come to learn that selling on their own is much harder than they anticipated. Most will go on to hire an agent in the end. These are actually our highest converting leads!
- **Best Practices for Outreach:**
Start by offering to help them succeed in their FSBO process. Show value by offering tips and guidance while positioning yourself as the backup option if they decide FSBO isn't working for them.



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- **Intro Script:**

"Hi [Lead's Name], this is [Your Name] with [Your Company]. SOLD.com has informed me that you are currently selling your home on your own, which is great! I wanted to reach out and see if there's anything I can do to assist—whether it's offering some tips or insights on the local market. How has the process been going for you so far?"

- **Email Example:**

"Hi [Lead's Name], I noticed you're selling your home on your own, which is fantastic! I wanted to reach out and see if there's anything I can do to support you—whether it's offering some tips, local market insights, or just being a resource while you go through the process.

How has everything been going for you so far? If you have any questions or would like a fresh perspective, I'd be happy to help.

Key Takeaway

The key to success with top-of-funnel leads is patience, consistent follow-up, and positioning yourself as a helpful resource.

If you ever need support or additional guidance, our Agent Success team is here to help. Let's work together to turn these opportunities into successful transactions!

