

REICØNVERSION

THE AUTOMATED BUYER LEAD FUNNEL

S W I P E F I L E

Introduction:

These email templates are for you to use and modify. You'll want to make sure you are scheduling these emails in a drip sequence using email autoresponders like Mailchimp, Mailerlite, Convertkit, Active Campaign, etc.

To learn about more tools head over to www.reiconversion.com/tools

Have any questions? Feel free to reach out to us via email at hello@reiconversion.com

Day 1: Explain and rapport

Subject: *I'll send you discounted land*

Hi [[Buyer Lead Name]]

Thanks for signing up for [[company name]] deal alerts!

You have joined a group of people that love the land! Whether you are an investor, dream of owning your own homestead, or want to get away from it all on your own property on the weekends, we have something for you.

Every [timeframe] we send out a DEAL OF THE [[[MONTH/WEEK]], the discount is only available for a limited time each week AND IS ONLY AVAILABLE TO THOSE THAT GET OUR DEAL ALERTS.

We are a [[describe owners of your company]], we know what its like to dream of owning a piece of land and it is our passion to make land ownership something that is within reach for anyone.

Over the next few days I will be sharing with you our story with land as well as some key tips to look out for when purchasing land that I've learned along the way.

But for now...

[[Buyer Lead Name]], can you hit the 'REPLY' button on this email and let me know...

1. Where you are looking to buy land (be specific about the county and area)?
2. What you want to use the land for?

I may have something in my inventory for you... so don't forget, hit the 'REPLY' button and quickly let me know, [[Buyer Lead Name]].

Thanks again,
[[Your Name]]
[[Your Company]]

Day 2: Build trust by being personable

Subject: *Why I needed land*

Hi [[Buyer Lead Name]]

[[Write a bit about why you decided to purchase land, what inspired you, or why you're helping others seek land. Be personable. Talk about your past before land and what you're doing to help others now. Keep it no longer than 4 sentences]]

[[Insert Your Photo]]

I'll be sending you an email tomorrow about what I realized working with people looking for raw land.

It's something that is key to my business that makes it very easy to purchase land and fully transparent.

Look out for my email tomorrow

Thank you,

[[Your Name]]

[[Your Company]]

Day 3: Build trust through benefit

Subject: *My realization with selling land.*

Hi [[Buyer Lead Name]],

So let me explain a bit about how things changed with my land business in a single day.

One day it hit me when a buyer said if it were possible to essentially pay every month in order to own.

So I realized, that I could make it easier for those wanting to own land by financing the land.

And that's exactly what I do now from that moment on.

We use something called a land contract, that allows us to sell to ANYONE, regardless of income or credit score!

If you think you can make the payments, we will sell to you, no credit checks and no questions asked. The reason we can do this is that in the land contract if the buyer does not make their payments for 70 days, we take back the property without having to go through an expensive court process.

Win win! Our monthly payments are sometimes as low as [[insert \$] per month!

Can you imagine?! For only [[insert \$]] a month you can have a piece of land that is all yours to do what you want with!

It's been key to so many who dreamed of owning land and now sit on it free and clear!

I've actually recorded a video message below, feel free to watch me explain this process:

[[insert image of video]]

[[Your Name]]

[[Your company name]]

P.S. Watch for our deal of the weeks, on some of our sales, the down payment is as small as [[Insert \$]]!

Day 4: Build trust by demo'ing

Subject: *How to research land [watch]*

Hey [[Buyer Lead Name]],

Researching the details of a property, specifically land, is easy.

And I always recommend my buyers to do this before purchasing

So here's what I do:

1. Google the county's GIS (Geographic Information System. For example: 'Deschutes GIS')
2. Look up your property usually by APN, taxlot number, or legal description
3. Look for types of road access or paths nearby
4. Look at elevation if they provide it
5. Look at your neighbours
6. If you look at the property, it may not reflect my name or my company's name as the new owner because the system gets periodically updated and there is typically a delay
7. Optional: Call the county or the accessors office to confirm that we currently own the property

Here let me show you in this video as I walk through researching a piece of property myself:

[[Insert Video Image with Link]]

Day 5: Tackle common question

Subject: *The most common question I get*

Hey [[Buyer Lead Name]]

I've enjoyed getting to share what my knowledge with you about land and how you can own your own as well.

Probably the most common question we get is

"When I find a property I want to buy, what do I do to move forward?"

We make this SUPER easy!

You can buy ANY property at ANY time buy clicking on the button that looks like this:

[[insert checkout button from website]]

Go to the property on our website for any one of our properties and you will see that button towards the top of the page!

When you click on the button it will ask for some information, when you fill out your info and submit it, it means you have secured the property and no one can buy it out from under you!

You will receive documents to sign electronically within 24 hours and further instructions to make the loan or entire cash payment.

We keep things as simple as possible, but...

Don't ever hesitate to contact me by REPLYING to this e-mail or calling me at [[Your Phone Number]].

[[Your Name]]

[[Your Company Name]]