



QuickGuide for New Tags:

6 New Ways to Alert and Convert

Suggested steps for successful implementation of RealScout's newly launched tags

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NEW TAG 1: RealScout HVA Valuation Message

Purpose: Tag alerts the agent that a prospect has requested a custom home valuation report.

Prompts the agent to reach out and initiate a conversation to discover intent, motivation, timing, ask for consultation, etc. The agent is tasked to call.

Action: Create an automation to email them immediately and assign a task for you to call: **Swipe**

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NEW TAG 2: RealScout Message Sent

Purpose: Tag alerts you to a message sent to you from the client through RealScout.

This automation sends an immediate response to the prospect's inquiry. The agent is tasked with a personal follow-up call. When a client is indicating they are ready to connect, it is important to get into one-on-one dialogue as soon as the prospect has offered "permission" to do so.

Action: Create an automation to email the lead immediately and assign a task for you to call. **Swipe**

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NEW TAG 3: RealScout Property Viewed 3+

Purpose: Tag alerts you to a prospect's high-intent activity.

When a prospect has interacted with a property 3 times, the system alerts you to call to engage in conversion methods.

Action: Create an automation that assigns you a task to call the lead and text the next day if no response.

Tip: Save this text template!

RS Property Viewed 3+ - Hi %contact_first_name%. This is %sender_name% with %company_name%. I noticed that you viewed %viewed_address%. If you'd rather I don't text you, just tell me to stop. What caught your eye about the property?

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NEW TAG 4: RealScout Market Activity View

Purpose: Tag alerts the agent that a client or prospect has viewed the market activity report.

[Buyer or a seller lead] This indicates interest in the real estate market and possible motivation. Automatically emails the prospect and tasks the agent to make direct contact and begin a conversation.

Action: Create an automation to email the lead immediately and assign you a task to call. **Swipe**

& steal these helpful steps >> <https://app.followupboss.com/app/automations/public/L4KO16P31> NEW TAG

5: RealScout HVA Viewed

Purpose: Tag alerts the agent that a client or prospect has opened a Home Value Alert, triggering interest in value and possible motivation.

Tasks the agent to make direct contact and begin conversation methods to determine motivation factors.

Action: Create an automation to email them immediately and assign you a task to call. **Swipe &**

steal these helpful steps >> <https://app.followupboss.com/app/automations/public/AFBQVP5ZV> NEW TAG 6:

RealScout Property Saved

Purpose: Tag alerts the agent that a prospect has saved a property.

Indicates prospect is interacting with inventory and tasks the agent with a call to initiate conversation methods to discover intent, motivation, timing, ask for a consultation, etc.

Action: Create an automation to assign a task and text the next day if not reached. **Tip: Save this text template!**

RS Property Saved: Hi %contact_first_name%. This is %sender_name% with %company_name%. %sender_name% here – I noticed you've recently viewed a listing online. If you'd rather I don't text you, just tell me to stop. Do you have any questions about the home's features or neighborhood?

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