



FREE RESOURCE / PPL REI

The 7 Day Motivated Seller Lead Sequence

How to get responses from motivated seller leads **104% faster**.
Every email, text and call written out, ready to load into your CRM.

17 calls • 6 emails • 8 texts • 7 days

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Before you build this

Two rules. First, this sequence starts the second you get the lead, not the next morning. Second, stop every automated message the moment the seller responds. From that point either you are there to reply right away, or you have AI set up to reply for you. Nothing kills a hot lead faster than an automation that keeps talking after the human answered.

Anything in {{double braces}} is a merge field. Swap in whatever your CRM calls it.

Day
1

Quick follow up

The first hour decides the deal

CALLS Within 5 minutes of the lead coming in

Call the lead inside 5 minutes. Then call again at lunch and again at dinner. Three attempts on day one, spread across the day.

EMAIL 1 minute after the seller submits the form

Subject line: RE: {{your business name}}

Hi {{contact.first_name}},

Thank you for requesting a cash offer on your property at {{their address}}

When would be a good time to go over your offer?

You can schedule one here if that is easier for you: {{your booking link}}

Looking forward to talking to you!

{{user.email_signature}}

TEXT 2 minutes after email 1

Hi {{contact.first_name}}, it's {{user.first_name}} from {{location.name}}. Just heard you were looking to sell your place at {{address}}. I can get you a proposal on your place in the next 10 minutes if you just answer a few questions?

TEXT 3 hours after text 1

Do I have the right person here {{contact.first_name}}?

CALLS Attempts 4 and 5

Two more calls, morning and dinner time. Different hours reach different people.

EMAIL

5 hours after text 2

Subject line: 5-Star Rated Home Buyer

Hey `{{contact.first_name}}`,

We're proud to say that we are a 5-Star rated homebuyer, and instead of us telling you why, you can hear it from all the amazing homeowners we have been able to help.

`{{testimonial or google review link}}`

`{{user.email_signature}}`

Day
2

Proof

Let other sellers do the selling

CALLS Morning and dinner

Two calls. Keep the voicemails short and human.

EMAIL 1 day after email 1 of day 1

Subject line: Why Homeowners Give Us 5 Stars

Hi `{{contact.first_name}}`,

It's easy for companies to say they're great, but we'd rather let the people we've helped speak for us. Homeowners across the area have rated us 5 stars for making the selling process simple, stress free and fair.

If you'd like to see why, let's chat and see how we can help you too:

`{{your booking link}}`

`{{user.email_signature}}`

TEXT 15 minutes after email 1 of day 2

I had a few spots on the calendar open up this week. Wanna grab one to discuss some options with your home?

`{{your booking link}}`

Day
3

Offer the help

Move from company to person

CALLS

Morning and dinner

Two calls.

EMAIL

1 day after email 1 of day 2

Subject line: We need to talk

Hey `{{contact.first_name}}`,

If you want some help finding the best solution for your home, we need to talk, because I think I can help.

And I'm happy to jump on the horn and brainstorm some ideas with you.

I have a few openings this week (for now).

You can choose a time that works best for you here and we'll make it happen:

`{{your booking link}}`

Talk soon,

`{{user.email_signature}}`

TEXT

10 minutes after email 1 of day 3

Almost have the offer on your place ready `{{contact.first_name}}`. When's a good time to look it over together?

Day
4

Get real

Drop the polish, ask plainly

CALLS

Morning and dinner, 1 day after the day 3 text

Two calls.

EMAIL

Day 4

Subject line: `{{contact.first_name}}` !

Hey `{{contact.first_name}}`,

Are you still interested in an offer for your home?

This is my real email, so if you are, just reply and let me know :-)

TEXT

Day 4

`{{contact.first_name}}` I was just instructed to overpay for properties in `{{city}}`. We need 2 today...

When is a good time to talk?

Day
5

One question

Short messages get short replies, which is the point

CALLS Morning and dinner, 1 day after the day 4 text

Two calls.

EMAIL Day 5

Subject line: `{{contact.first_name}}` !

Hey `{{contact.first_name}}`, quick question for you:

Are you still interested in an offer for your home?

`{{user.name}}`

TEXT Day 5

I wanted to confirm you're the owner of `{{contact.address1}}` right... or do I have the wrong person?

Day
6

The nudge

Give them an easy way back in

CALLS Morning and dinner, 1 day after the day 5 text

Two calls.

TEXT Day 6

Unfortunately, we have not heard back about your place at `{{contact.address1}}`. Let us know if you are still interested, thanks.

Day
7

The open door

Close the loop without closing the file

CALLS

Morning and dinner, 1 day after the day 6 text

Two calls.

TEXT

Day 7

Do you have any questions regarding selling your place?

Want to be our next success story?

This sequence only pays when the seller on the other end actually asked for an offer and nobody else is calling them. That is exactly what we sell. One buyer per lead, delivered instantly.

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No contracts. Pay per lead. Pause any time.