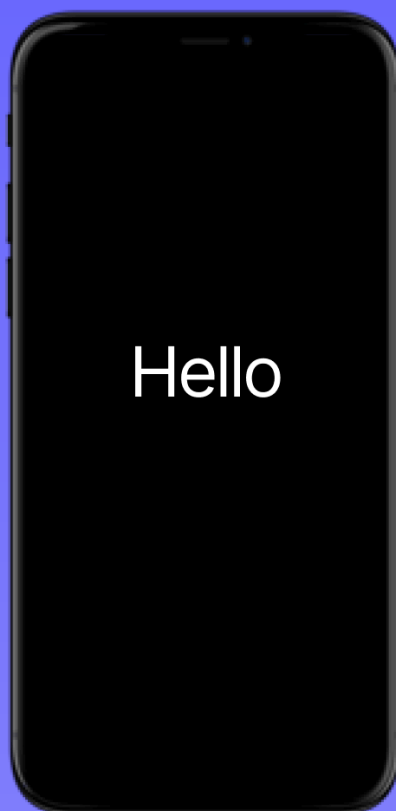




How to Generate High Quality Listings With Scout's One Simple Strategy



2025 LEAD GEN SECRETS SERIES

How to generate high quality listings with Scout's one simple strategy

This email strategy has generated hundreds of millions in listings over the last 2 years

There are only 2 ways to generate leads in real estate:

Inbound marketing, and **outbound** marketing.

Inbound marketing:

With inbound marketing, prospects are already familiar with you.

They've come across your YouTube videos or Instagram posts, have been referred by a friend, or have conducted their own research and reached out to you independently.

Inbound leads are essentially pre-sold on working with you before any sales call occurs, often showing up ready to make a purchase. In other words, inbound leads are **hot leads**.

Outbound marketing:

Outbound leads are **cold leads**.

You have to persuade **them** to **engage with you**, typically through methods like cold emailing or targeted ads. The simple task of finding the right outbound leads is challenging. Converting outbound leads can be tricky too. They don't yet know you and have no reason to trust you.

But there is a way to convert a **cold outbound** lead into a **warm inbound** lead and put it all on autopilot.

Scout can help you do this.

A Quick Case Study: An Impossible Task And \$72K in Profit

A few years ago, a well known tech founder asked us to help him find a home.

He knew exactly what he was looking for, but it wasn't on the market. He didn't want to hear it and wouldn't take no for an answer.

He was convinced that **the right agent** was going to **do everything they could** for him.

Which meant **farming the entire neighborhood**. Going door to door, making every phone call, sending postcards, even sending emails to homeowners (what, emails?).

It was a great thought, but would have taken **over 40 hours...**

And **we wanted to be more efficient**.

So, instead of spending 40 hours canvassing the neighborhood, we spent some money scraping data - mostly emails - and blasted out an email campaign to a few hundred owners.

And in our quest to avoid doing manual labor, we ended up with not one, but **TWO transactions** that generated over **\$72K in profit**.

This exact same email template has now generated well **over \$1M in revenue!**



Our tech-founder client wasn't just impressed, he was thrilled.

So, we started **using this emailing strategy in other neighborhoods**, too and landed **tens of millions** of dollars in listings and sales.

Instead of buying more leads, we **saved more than \$10K / Mo.** that we were spending on Zillow - to focus 100% on email.

As we closed more deals, we started employing the same strategy on behalf of other agents too, and they couldn't believe how effective it was.

Here's why it works so well:

Email lets you to turn the tables in your favor

Prospecting as a **high-value** service provider, is a bit of a catch-22.

You're expected to **know everything** about your prospect, but have to **reach out to 50+** just to connect with one.

It's nearly impossible to be armed with the amount of information that you're **expected** to have.

It's a one way street with no exchange of value.

But by sending email, you're leveling the playing field.

"I have someone looking to purchase a 2 bed (preferably, around 1,300 sf) in Williamsburg in the next 6-12 months.

I would love to tell them I'm doing everything I can to help."

All of sudden, the prospect knows you're doing your homework and sees you in a **favorable light**.

And it's not even about them!

It's about **helping your clients!**

If there's remotely any curiosity, interest, or willingness to help, the transformation from **outbound to inbound** begins...

You go from a complete stranger, to someone that they start to know, like and trust.

They'll start to do some research on you...

Check out your website, reviews, mutual connections, maybe even your instagram...

And just like that, the dynamic has entirely shifted in your favor.

What was once a completely **cold** prospect is now a **warm** prospect who's familiar with you before the first call takes place.

Here's how we do it:

Check out Scout

Start a Free Trial of Scout

Deciding what type of email to send

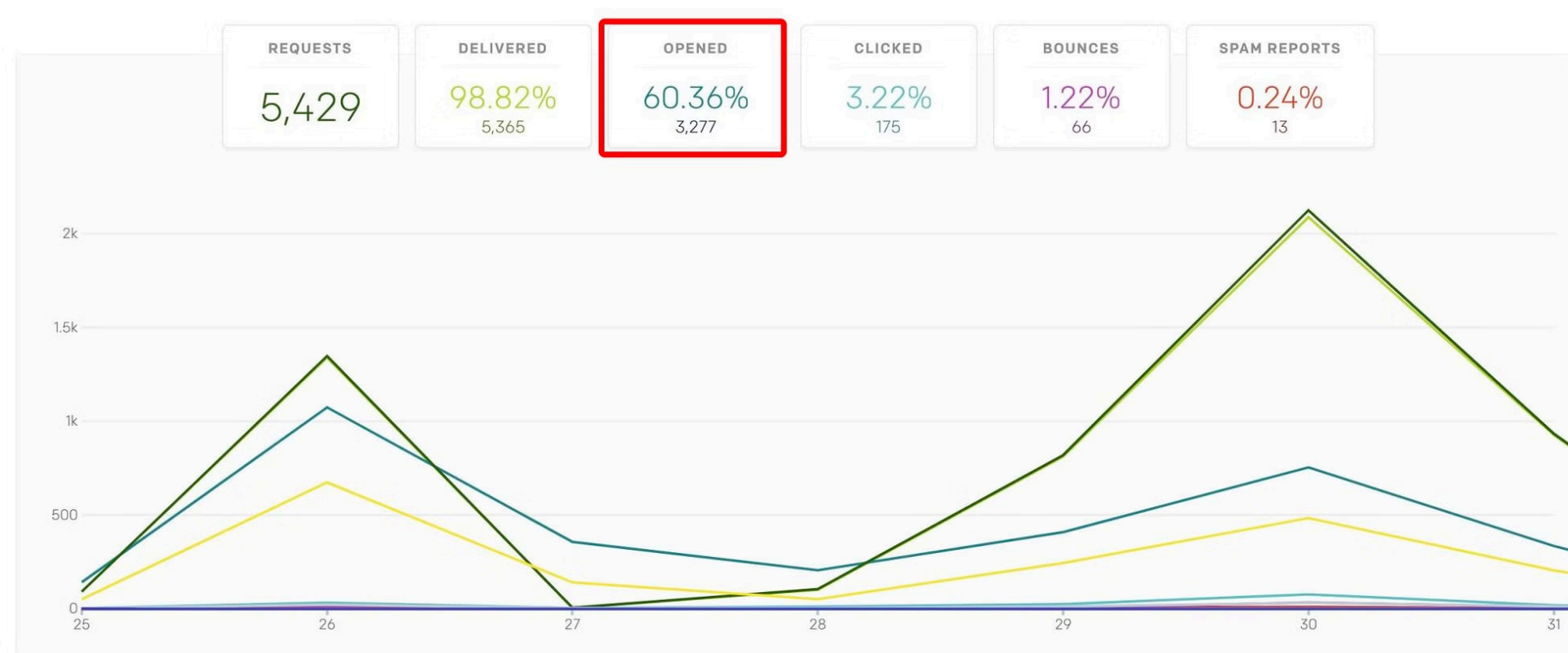
One of the first things we get asked all the time is...

"Does anyone even open cold email?"

And the answer is... **YES!**

Great subjects get **great opens**.

But they have to be **personal, timely, and relevant** to the recipient. Not to YOU.



Nobody cares about setting the clocks back or the macro market.

They care about their home's value, or selling it for a great price, quickly, and being in great hands during the process.

So, when you decide on what type of email to send, think with the end in mind.

In real estate, the best performing campaigns always revolve around something like: **"I have buyers"** or **"I just sold your neighbor's home"**.

The goal is always to get them to know, like, and trust you.

Bring value by showing them you know their home and their market, not by sending them a copy of your most recent blog post.

Start with the right lead in

People hate being deceived.

So start the fact that you're coming in **cold**.

They will be **much more likely** to engage with you if you **ACKNOWLEDGE** that it's a cold email!

It's also your first opportunity to get them to trust you by not starting off as a total faker.

Some of our personal favorites are

- "I'm sure you weren't expecting this email"
- "I know this an unexpected, but hopefully welcome email..."
- "You probably didn't expect this email today, but..."
- "I hope I didn't catch you off guard."
- "I felt compelled to reach out..."

Then, go right into the **reason you're reaching** out, like *"but, I just wanted to share some exciting news!"*

You don't want to lose their attention, so **get right to the point**

The **shorter** the content, the greater the chance they read it.

Make it personal

The more you can personalize the better.

An address in the subject, a first name, maybe even referencing a bedroom count.

Some of the best engagement happens when they want to know how you got that info!

One of our **favorite ways to personalize** is reference their square footage:

"I would love to find them something around +/- 1,200 sf"
or
"The demand for homes in Williamsburg (especially 3 beds around 1,700 sf) has been incredible"

And to answer your question, YES, you need to have square footage data on every single recipient for this to work!

To them, it looks like you put in a crazy amount of **effort** in.

And when they think you put in effort, they want to **like** and **trust** you.

It's not easy.

But it definitely **sets you apart**.

Now it's a matter of getting all of the data points that you need for your incredibly engaging and personal campaign.

Ask for permission in your call to action

This works for two reasons:

First, people are **much more likely** to be receptive to something you **ASK** permission for instead of proceeding without it.

It makes sense when you break it down...

Someone will always be more excited for something when there's curiosity and anticipation leading up to it...

Instead of it being readily available to begin with.

They'll also feel in control of the situation and you'll **get to your first yes** pretty quickly.

Best of all, this is your first opportunity to qualify or disqualify prospects as they reply.

- Are they qualified?
- Are they an ideal client?
- Are they interested in talking to me?

If the prospect checks all 3 boxes, then you're about to have a warm lead.

If not, on to the next one.

Here's how we ask for permission in our CTAs.

"Would you mind if I sent you some more information?"
"Any interest in receiving a market report"
"Would you be interested in talking to any potential buyers?"
"Do you mind if I send over a quick Loom?"

Feel free to mix and match or even use AI to help guide you...

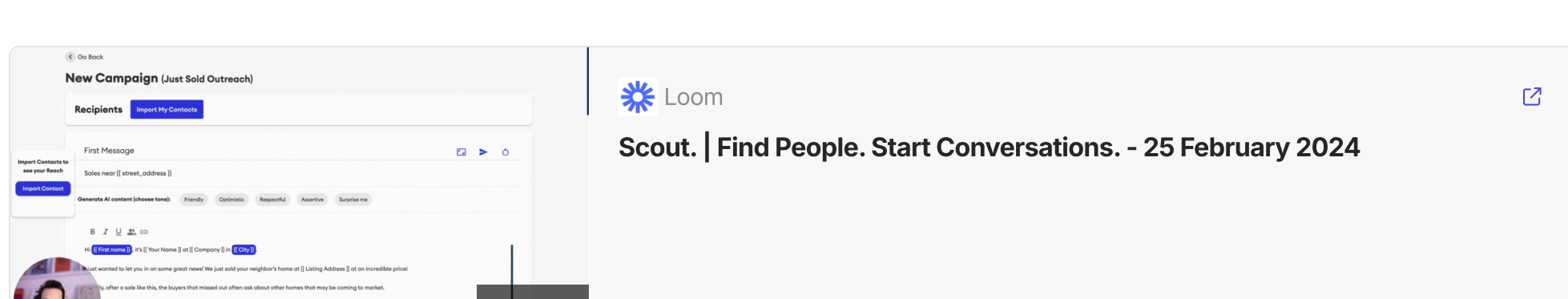
Here are a few of our personal top picks.

Feel free to add your unique touch, sprinkle in your own flavor. That's where the magic truly happens.

Oh, and I can't leave out one of our **all-time favorite** calls to action:

"I actually recorded a quick video to explain further, mind if I share it with you?"

Here's how it works:



Relax. You don't need to have the video created already.

But, for some weird psychological reason, people are more likely to say YES when they think that you have already "made the video" or "put together the report" (even if you haven't yet).

To them, you're already putting in the effort...

Making your simple ask for a "yes" seems a lot more reasonable.

Once you get the yes, you've got their permission to start engaging.

Just make sure you get it over within a few hours, so they trust you!

Sending over your CMA or Loom

Once you've gotten the reply, it's time to move to the next step - sending what you said you would.

BUT! If you have their phone number, it's always best to try them and build rapport over the phone.

If you can't reach them, don't bother leaving a voicemail, just proceed with your Loom or CMA.

First, let's get past logistics.

ALWAYS tell the recipient to click on the link or thumbnail.

It may sound silly, but it will **greatly improve** how many people actually take the next step.

Another great trick: Mention two things that they will see in the report or video - call them out by timestamp or where they are - and why they should care.

It builds intrigue and provides specific direction to the user, making it easier for them to follow along.

If you need some advice on what should be in the CMA or Loom, pay attention.

The goal is to GET PROSPECTS ON THE PHONE.

You can create the most informative, best, HALL OF FAME LEVEL video or report of all time...

But if you give them everything they need to know and don't get a meeting out of it, it won't matter.

Create clear next steps.

Add a CTA proposing a call with SPECIFIC dates and times. Make it as simple as possible for the prospect to coordinate a call with you and **take out the guesswork**.

"Does next Tuesday or Wednesday work better for you?"

Notice that you're now shifting away from a yes / no and getting them to engage.

You'll also give yourself an opening for a follow-up, if they ghost you.

Also, one of the best things about a Loom and some of the new CMA software is that you can see when someone looks at it.

Everyone knows that links are being tracked these days, so if they've clicked, here are some good follow-ups:

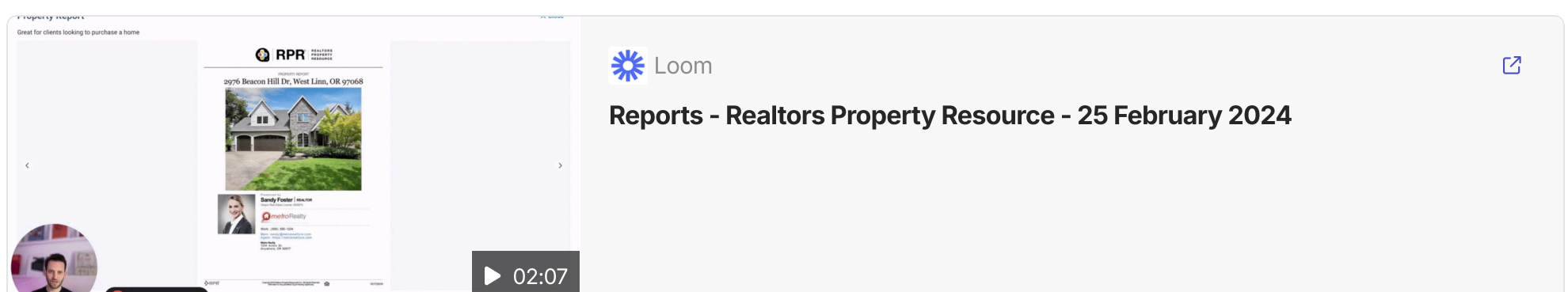
"Noticed you had a chance to watch the video / check the CMA - did you get to take a look at [whatever you specifically referenced]... Does Friday work for a quick call to discuss further?"

"Just got a notification that you viewed the video / CMA, open to a quick call to discuss?"

Or, if they haven't clicked:

"Noticed you haven't had the chance to review yet. Once you see it, let me know if it's valuable to you - happy to hop on a call to discuss"

Here's an example of something that we would use:



Setting follow-up emails

It's all about the follow-up.

Once you've sent your first email, your job isn't done.

At this stage you may have 45% of your responses, but the remaining 55% of responses will need further follow up.

In a second reach-out don't come in hot with all the reasons they should reply.

You just want to send over a **gentle reminder** to ensure that you didn't get lost in their inbox.

"Hi John, just wanted to make sure this didn't get lost in your inbox..."

Then come back with the original CTA.

There are a few strategies out there about how a third and fourth touch should go.

We like humor.

After all, if you can't get someone to reply, you may as well **entertain them**, rather than coming off as pushy.

Feel free to get creative here.

Do **whatever it takes**.

Eliminate cold calling

Our favorite part of email-based prospecting is that it **entirely eliminates** the need for **cold calling**.

That's right - you'll **never** need to make another cold call again.

Because the majority of your work is done...

You've got their contact info, you've sent your first outreach, you have a reason to follow up.

Also, it's a lot easier to lead in with "Hey, **did you get my email?**" than, "I'm a local Realtor..."

Again, you're coming off as someone who is doing their homework - you're diligent!

And people respect others that work hard.

Everything you do is framed through coming off as being known, liked and trusted.

If you an annual subscription... Scout's partners have a *FREE call center available to you at no additional cost*

What? Yes. Actually.

Just and load it up and a team of 70 (fluent in english and Spanish) will go to work following up on every email to attempt a warm transfer.

Start with a pre-set attempt cadence, or use your own:

Day 1: 5 attempts

Day 2: 3 attempts

Day 3: 2 attempts

Day4: 1 attempts

Your work is literally done for you.

Here's a sample script:

Opening: Hi [[First Name]], it's [[Your Name]]'s assistant following up on their email earlier this week. Did you have a chance to look at it?

Establish Purpose: No problem, I don't want to take too much of your time, I was just hoping to share a report that [[Your Name]] put together for you.

Present Value: There are actually some really interesting trends around pricing and buyer demand that are impacting local home values.

Call to Action: Would it be ok if I scheduled a call with [[Your Name]] sometime this week?

Handle Objections: OK, I'm sure I can have [[Your Name]] send over the information via email, is that ok?

More [sample Scout Scripts](#).

You'll get warm transfers and email updates with calling progress.

It's really that simple.

The Scout + Homebot Nurture Stack

We've seen more than one client land multiple listings by loading Scout contacts up into Homebot.

It's the perfect combination of providing value upfront and continuing to drip out information like home values every month.

Just like Scout, Homebot lets you know when your prospect clicks a link or engages.

And it's an amazing tool, if you have the contacts already...

But the hardest part of utilizing a platform like Homebot to its fullest is that you likely just don't have the sphere built yet.

Scout solves that problem and so much more.

If you need to grow your sphere quickly, Scout's automated email outreach and call center + Homebot is a no brainer.

It's not only the most effective way to drive new business, but it's the most affordable.

Next Steps

So, this all sounds great in theory...

But there are a ton of things to consider when you're starting your first outreach campaign.

- Getting a high quality email list
- Scrubbing and validating your emails
- Making sure that you respect email limits so you protect your domain reputation
- Having the right software to monitor opens, clicks, and automate follow-ups
- Using the right templates that have been tried and tested

It can be extremely overwhelming, especially if you don't have experience doing it...

But we can help.

Scout offers everything from lists, to templates, and email automation.

You'll have everything you need to:

- Access thousands of targeted owner emails every month
- Send up to 3,000 cold emails through your existing email
- Comply with all email policies
- Own your outreach

Then, we'll give you access to our AI platform specifically designed for generating sales and marketing content.

The best part?

You **OWN the contacts** and are **IN CONTROL** of how much you want to ramp up or down.

No more paying outside lead gen services or agencies for costly results that you can't control.

No more spending hours trying to set things up yourself or watching YouTube videos to figure it out.

Most agencies charge over \$7,000 just to set up this type of service and then a minimum of \$2,000 / Mo. on retainer.

With Scout, you can get it all for less than \$400 / Mo. with no implementation fees, on an exclusive per-zip-code basis (until they're gone).

And as a reward for reading this, mention the code "SCOUT3025" and for the first 25 customers, we'll throw in **one month FREE of virtual assistant calling services** from one of our partners.



Scout. | Find People. Start Conversations.

Sign up for Scout today!

