

# FIRST THINGS FIRST

# FIND PROPERTIES WITH ABSENTEE OWNERS

#### Your tools to use:

- 1. MLS (see step-by-step directions here) or PropWire (see step-by-step directions here)
- 2. <u>fastpeoplesearch.com</u> you will use this to find phone numbers if not available in your export

## **ORGANIZE YOUR DATA**

You'll want to organize your data onto a spreadsheet to track your efforts. The data should include:

- 1. Address
- 2. Owner name
- 3. Phone number
- 4. Neighborhood
- 5. Estimated price/price range
- 6. Weeks 1-8

You can download an excel sheet put together at the bottom of this article.

This is an 8x8 strategy to target Absentee Owners in order to win more listings! You will send 8 pieces over 8 weeks. Your first 8 pieces should look personalized to that homeowner and focus on the value you bring.

# 8 TOUCH ABSENTEE OWNER SYSTEM

# TOUCH 1 – Send an Introductory Letter with a Neighborhood Snapshot Flyer

You always want to come from a place of value when prospecting. In this first communication to the absentee owner, you're going to mail a letter along with a neighborhood activity flyer that includes sold and active (or even pending) properties in the neighborhood!

Sample content to copy and paste into the letterhead:

Dear [Owner Name],

I hope this message finds you well! As the proud owner and leader of your domain at [insert property address here], I'm excited to connect with you. I'd love to chat—either face-to-face or over the phone—about the latest updates in the real estate world, including property values and market trends. I've prepared a detailed report that covers all this and more, just for you.

Think of me as your go-to resource for anything and everything real estate. Whether it's mortgages, refinancing, title services, property management, or residential sales, my team and I are here to support you every step of the way.

I'm eager to prove my worth and show you how to maximize your investments. Let's tackle any challenges you might have and achieve your real estate goals together.

If you're open to a chat, I'd love to have a quick 15-minute conversation—longer if you'd like! You'll find my phone number and email address below. Feel free to reach out anytime.

Looking forward to hearing from you soon!

Warm regards,

[Your Name]



Neighborhood Activity Flyer is in MADI!

Go to the design here.

**Pro tip:** edit the QR Code to point to YOUR home value page!



#### This letter is in MADI!

Branded letterhead options are available to edit and print in MADI.

Go directly to the options here.

#### TOUCH 2 - Send a handwritten card

Send a hand-written card to follow-up on the letter from last week. Sample content:

Hi There [Owner Name]!

I wanted to pop into your mailbox to introduce myself. My passion is Real Estate and wanted you to know if there are any questions you have or advice you need, I'm just a call or text away and would be happy to help!

#### TOUCH 3 - Mailed Real Estate Review

Prepare a real estate review for each property to mail to the property owner.

You'll need to use MLS to do some research on the property and surrounding market activity.

The data you'll include in the Real Estate Review is:

- Average Days on the Market
- · Average Sales Price
- · Sales Volume
- Current 'Months of Inventory'
- Active (unsold) Listings
- Sold listings

Once you have the data collected, you'll use the Real Estate Review template in MADI to create the document for the homeowner.

• Take advantage of the duplicate feature in MADI to reuse content.

Upon completion, download a PDF of the report, print it out and mail it to the owner.



# TOUCH 4 - Phone Call [or mailed letter]

**Script:** Hi [owner name]! This is [agent name] from Berkshire Hathaway HomeServices Florida Properties Group. I wanted to follow up on the real estate review I mailed to you last week. Are there any questions you have?

OR

If you don't have their phone number, mail a letter.

Hey there [contact name]!

Remember that letter I sent you a the other week? Well, I'm hoping we can catch up about your property at [123 Main St]. I'm a local agent, so I know this market and can assist you in finding out the approximate equity in your home. And guess what? Our local market changes have actually increased your property's value!

Did you know the median sale price of homes in Tampa has risen from \$275,000 in 2020 to \$450,000 in July 2024, representing an increase of approximately 64% over a 4-year period? So if you've been considering liquidating your real estate investment, now might just be the perfect time.

Let me know if you want a detailed analysis of your property's value - I'd be happy to help!

#### TOUCH 5 - Mail Letter with Resume

Show them the value of working with you. Use the Resume design template in MADI to list out your experience and accolades.

Include a letter using the letterhead template in MADI, here's some sample content you can copy and paste:

If you're wanting to sell, but not sure I'm the right person for the job... I wanted to provide you with my real estate resume so you can see I'm serious about the industry and the opportunity to work with you.



#### This letter is in MADI!

Branded letterhead options are available to edit and print in MADI.

Go directly to the options here.



Resume template is in MADI!

Go to the design here.

## TOUCH 6 - Text Message or Mailed Letter

**Script:** Hello [owner name]! This is [agent name] with BHHS Florida Properties Group. I wanted to share with you a super cool tool that provides you with an instant home value! It's completely free and there's literally no strings attached. All you do is type in your home's address and boom, three values will appear! Here's the link [insert your link here]. Let me know if you like what you see!

# TOUCH 7 - Mail a CORE Present Buyer's Presentation

Print off a CORE Present Buyer's Presentation (1-page CMA) for each house within your absentee owner list and put them in a hand-addressed envelope to each home.

Need help with this part? Click here.

Include a printed letter or handwritten notecard with each REPORT!

I know I sent you a real estate review about a month ago. There may have been some changes, so I wanted to send you some updated information with this Buyer Market Analysis. Let's chat soon!

All the Best, {Your Name]



You'll go to kvCORE > CORE Present to create this one page CMA for each Absentee Owner.

# TOUCH 8 - Letter or Email with Call to Action (CTA)

This last piece of this campaign is to find a way to stay in contact with the Absentee Owner. By offering access to your monthly Market Report (in your kvCORE account) they will receive a monthly email providing market updates surrounding their property.

Email script:

Hey FIRST\_NAME,

Do you want to be in the know when it comes to the real estate market around your home? As a homeowner, it's important to keep tabs on what's happening.

I'm a real estate agent and I have a plethora of tools that can bring value to you on a monthly basis. You can sign up for your own monthly newsletter that will inform you on the current marketplace around your home and it's value. That way, you'll always be ahead of the curve!

Reply YES to this email and I can get you signed up, right away!

Sincerely,

YOUR\_NAME

### QUARTERLY "TOUCH" MOVING FORWARD

After completing the 8x8 campaign listed above...

Pick one of the activities below to do each quarter. Make sure to do a combination of the below activities so you're not doing the same thing each time.

- Printed or emailed newsletter
- · Market statistics in email, letter or postcard
- New on the market in the neighborhood in an email or letter
- Just Listed/Sold postcards to show you are an active agent
- Call to "touch base" (Use Propwire to find their numbers)
- · Hand-written notecard
- · CMA in an email or mailed

