ESTATE AGENCY LAUNCH PROGRAMME · ADD THE VALUATION FORM THAT CAPTURES LEADS

Valuation enquiry follow-up plan

The auto-reply and call/text cadence that turns a web valuation enquiry into a booked valuation. Speed wins valuations.

01 The instant auto-reply

This fires the second the form is submitted, while the enquiry is still hot.

What does your auto-reply say?

Thank them, confirm you will call, and set a clear next step.

Who gets the internal alert, and how fast?

A text or push to your phone beats an email you notice hours later.

02 Your call and text cadence

Map the timings before an enquiry ever lands. First contact in minutes, not days.

How soon will you call after a valuation enquiry?

The first agent to call usually wins the valuation.

If they do not answer, when do you text, and when do you try again?

How many attempts before you leave it, and over how many days?

03 Booking the appointment

Every touch has one goal: a date in the diary.

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What is your opening line on the call?

How do you offer times to close the appointment?

Offer two slots rather than asking when suits.

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