



HATCH COACHING

HATCH SYSTEMS & MESSAGING



**BUYER-SELLER-FULLY AUTOMATED
PLANS**



PURPOSE:

These plans were created with one thought in mind: to increase your messaging's response rates and therefore improve your team's contact rate. Based off of our betas, you should be able to contact at least 50%+ of your valid leads by day 14. You can expect to get a variety of different responses ranging from yesses, heck nos and not yets. These responses will help you get to the Yesses and Nos quicker. And by doing so, you will convert more leads. You'll notice that there are 19 different messaging plans, split into two main categories: Buyer and Seller Leads. Within each of these main categories, there are custom tailored plans suited to reflect the lead source and lead's behavior.

Terms Of Use:

1. These plans are for your team's use only. They are not to be shared with external users.
2. Hatch Coaching has the right to remove these messaging plans at any point for any reason.
3. These messaging plans are the IP of Hatch Coaching.
4. These messages are only be used with leads that have opted into receiving mass text messages and emails. Sending these messages to individuals who have not explicitly opted into receiving mass text messages is a misuse of the plans.
5. The user accepts full responsibility for the correct use of these messages.
6. Hatch Coaching is not liable for any misuse that results in loss or damages per the use of these messages.
7. User automatically agrees to these terms of use by using the messaging plans.
8. Hatch Coaching is not responsible for any overage charges stemming from the use of these plans.



BUYER MESSAGING PLANS

(Updated January 2020)

Come Buy Me Leads:

This plan is geared towards buyer leads that have reached out and expressed an interest in working with you to help them purchase a home. It has 12 touches in the first 30 days and 30 total touches over 365 days.

Zillow Leads This plan is geared towards buyer leads that have submitted a property inquiry through Zillow. It has 15 touches in the first 15 days and 36 total touches over 365 days.

Realtor.com Leads This plan is geared towards buyer leads that have submitted a property inquiry through Realtor.com. It has 15 touches in the first 15 days and 36 total touches over 365 days.

Property Inquiry Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through any website. It has 15 touches in the first 14 days and 36 total touches over 365 days.

Forced Registration Leads:

This plan is geared towards buyer leads that were forced to register on a website. It has 12 touches in the first 15 days and 30 total touches over 365 days.

Old Leads This plan is geared towards old buyer leads that have been sitting in lead purgatory (meaning they've gone unattempted and uncontacted). It has 12 touches in the first 14 days and 31 total touches over 365 days.

Nurture/Follow Up Leads:

This plan is geared towards buyer leads you've contacted and plan on following up with in the future. This plan essentially serves as a safety net in case a lead's stated plans change. The first touches happen on day 60 and the other touches happen every 45 days thereafter. It has 29 touches over 650 days.

Failed Nurture/Follow Up Leads:

This plan is geared towards buyer leads you've contacted, who expressed that they were interested in potentially moving at a later date. You then attempted to follow up with no success. This plan essentially tries to reignite the conversation by treating it like a new lead. It has 12 touches in the first 14 days and 27 total touches over 365 days.



BUYER MESSAGING PLANS

(Updated January 2020)

Not Interested Leads:

This plan is geared towards buyer leads you've contacted and they expressed that they were not interested. This plan essentially serves as a safety net in case a lead's stated plans change. The first touches happen on day 180 and the other touches happen every 90 days thereafter. It has 29 touches over 1,260 days.

Just Curious Leads:

This plan is geared towards buyer leads that have responded to a prior messaging plan with some form of passive "just curious" or "just looking" response. It has 8 touches in the first 14 days, and has 28 total touches over 365 days.

Ylopo Priority Alert Leads:

This plan is geared towards Ylopo buyer leads that have triggered a Y-Priority alert. It has 7 touches in the first 14 days, and has 23 total touches over 365 days.



SELLER MESSAGING PLANS

(Updated January 2020)

Come List Me Leads:

This plan is geared towards seller leads that have reached out and expressed an interest in working with you to help them sell their home. It has 12 touches in the first 14 days, and has 30 total touches over 365 days.

CMA Request Leads:

This plan is geared towards seller leads that have submitted a request to receive a CMA on their home. It has 12 touches in the first 14 days, and has 31 total touches over 365 days.

Home Evaluation Leads:

This plan is geared towards seller leads that registered to receive an online estimate of their home's value. It has 12 touches in the first 14 days, and has 31 total touches over 365 days.

Old Leads:

This plan is geared towards old seller leads that have been sitting in lead purgatory (meaning they've gone unattempted and uncontacted). It has 12 touches in the first 14 days, and has 31 total touches over 365 days.

Nurture/Follow Up Leads:

This plan is geared toward seller leads you've contacted, and plan on following up with in the future. This plan essentially serves as a safety net in case a lead's stated plans change. The first touches happen on day 60 and the other touches happen every 45 days thereafter. It has 29 touches over 650 days.

Failed Nurture/Follow Up Leads:

This plan is geared towards seller leads you've contacted, who expressed that they were interested in potentially selling at a later date. You then attempted to follow up with no success. This plan essentially tries to reignite the conversation by treating it like a new lead. It has 12 touches in the first 14 days and 27 total touches over 365 days.



SELLER MESSAGING PLANS

(Updated January 2020)

Not Interested Leads:

This plan is geared towards seller leads you've contacted and they expressed that they were not interested. This plan essentially serves as a safety net in case a lead's stated plans change. The first touches happen on day 180 and the other touches happen every 90 days thereafter. It has 29 touches over 1,260 days.

Just Curious Leads:

This plan is geared towards seller leads that have responded to a prior messaging plan with some form of passive "just curious" or "just looking" response. It has 8 touches in the first 14 days, and has 28 total touches over 365 days.



Fully Automated Plans

Now Plan:

Use this plan to chase any of your longer term follow ups that are already past due (meaning you haven't had time to reach out to them). This plan drops a Voicemail immediately, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 12 times over the next six months.

1 Month Plan:

Use this plan to chase any lead you want to follow up with 30 days later. This plan does a soft text check-in two weeks after the start of the plan, and then drops a Voicemail on day thirty, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next nine months.

2 Month Plan:

Use this plan to chase any lead you want to follow up with 2 months later. This plan does a soft text check-in one month after the start of the plan, and then drops a Voicemail on day sixty, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next eight months.

3 Month Plan:

Use this plan to chase any lead you want to follow up with 3 months later. This plan does a soft text check-in 45 days after the start of the plan, and then drops a Voicemail on day 90, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next eight months.

6 Month Plan:

Use this plan to chase any lead you want to follow up with 6 months later. This plan does a soft text check-in 60 and 120 days after the start of the plan, and then drops a Voicemail on day 180, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next six months.

**9 Month Plan:**

Use this plan to chase any lead you want to follow up with 9 months later. This plan does a soft text check-in 90 and 180 days after the start of the plan, and then drops a Voicemail on day 270, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next six months.

12 Month Plan:

Use this plan to chase any lead you want to follow up with 12 months later. This plan does a soft text check-in 120 and 240 days after the start of the plan, and then drops a Voicemail on day 365, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next two years.

18 Month Plan:

Use this plan to chase any lead you want to follow up with 18 months later. This plan does a soft text check-in 120, 240 and 365 days after the start of the plan, and then drops a Voicemail on day 540, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next two years.

24 Month Plan:

Use this plan to chase any lead you want to follow up with 24 months later. This plan does a soft text check-in 180, 365 and 540 days after the start of the plan, and then drops a Voicemail on day 730, shortly followed by two interrelated text messages. If the lead does not respond, the plan attempts them another 14 times over the next two years.