



1. How many transactions do you hope to close in the next 12 months?
2. How many potential deals do you have in your pipeline that might close in the next 30-60 days?



5 ways to use Follow Up Boss to save time and make more \$\$

1. Use your Follow Up Boss number and & a single inbox for everything
2. Convert more leads using Smart Lists
3. Market listings, open houses and client events with just a few clicks
4. Grow your appointments and stay on top of your most important to-dos
5. Go mobile (with Follow Up Boss in your pocket)



Use one inbox for everything business.

Have your texts, calls and emails from clients and prospects all in one place on desktop and mobile. No more organized chaos looking in multiple places.

How it works

1. Connect your email and we sync all of your email conversations
2. Use your personal Follow Up Boss number for texting and calling and we will sync that, too.
3. Use your Follow Up Boss inbox to reply to your prospects and clients, It's all there!



But what about all these people that have my cell number?!

- People change numbers all of the time
- No one actually remembers your phone number
- Outreach is an opportunity to reconnect!

"Hey Pete. This is April with ABC Realty. This is my new number & the fastest way to reach me. Please save this!"

Try it out! Send someone a text. Send someone an email.



Convert more leads using Smart Lists.

Smart Lists will show you exactly who to reach out to and when so you can maximize your opportunities, set more appointments, and spend less time doing it.

How it works

1. Put people in the right stage (hot, nurture) based on buying/selling timeframe
2. Log communication and we'll show you who needs follow-up based on your last conversation
3. Call and text through these lists every day to stay in front of the right people

Try it out!



Market listings, open houses, client events & more

***Batch emailing** will help you re-engage cold leads, get more people to your open houses and will get more eyes on your listings. With just a few clicks, you can create and send or schedule emails to groups of people.*

How it works

1. Filter to find the people you want to email
2. Create your email from scratch or choose a template
3. Schedule for later or send now



Batch email ideas

- Send an email to the **stale or unresponsive leads** in your database
- Send an email with your updated contact info (your new Follow Up Boss #)
- Secure a **new listing**? Share it with buyers & agents in your database
- **Open house** this weekend? Send out a quick batch email invite

Best practice tips

- Put 30 mins on your calendar every week to schedule emails
- Follow up by text/call with the people who are opening your emails!
- Integrate w/ Bomb Bomb to personalize your message.

What is the next batch email you should send?

When are you going to do that? (Tip: Put time on your calendar)



Increase your appointments and remember your most important to-dos.

How it works

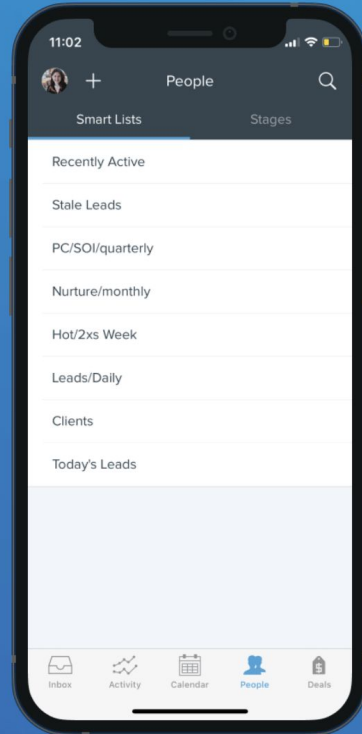
1. Create appointments for meetings like showings and listing appts. We'll send text reminders for you!
2. Create tasks for your most important time-sensitive to-do's. We'll sync it to your calendar and send you a reminder.

Try it out! Create a task or an appointment now for someone that you need to keep top of mind or for a new meeting.

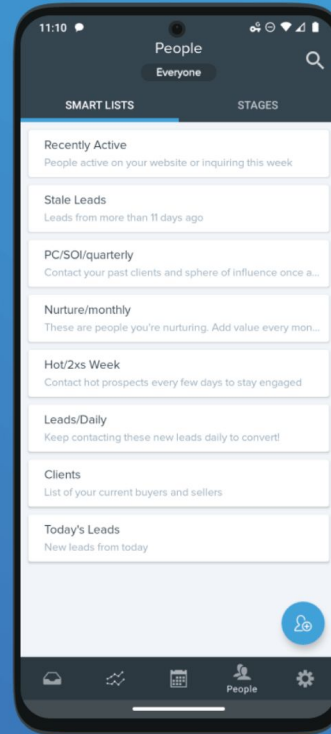


Go mobile. Follow Up Boss in your pocket.

iPhone

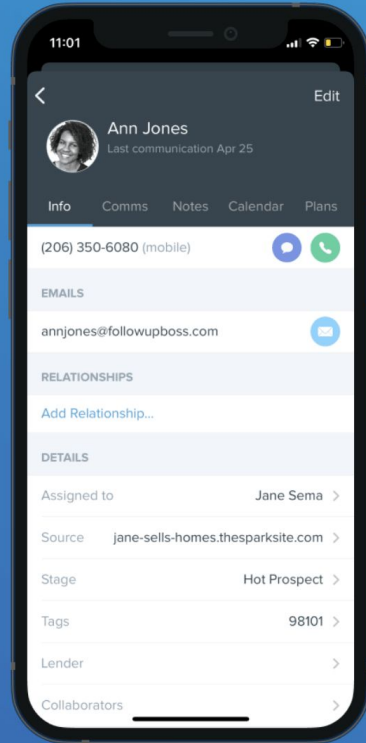


Android

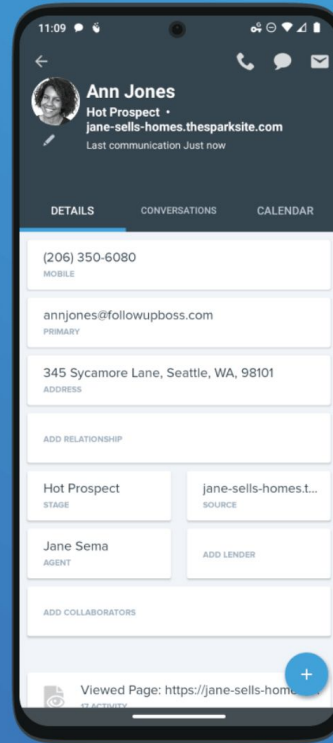


Update and communicate as you go.

iPhone



Android



Questions & Bonus Tips

- Use @mentions to collaborate with your team
- Add contact relationships to collaborate with spouses/partners
- Use email templates and schedule emails in advance to save time



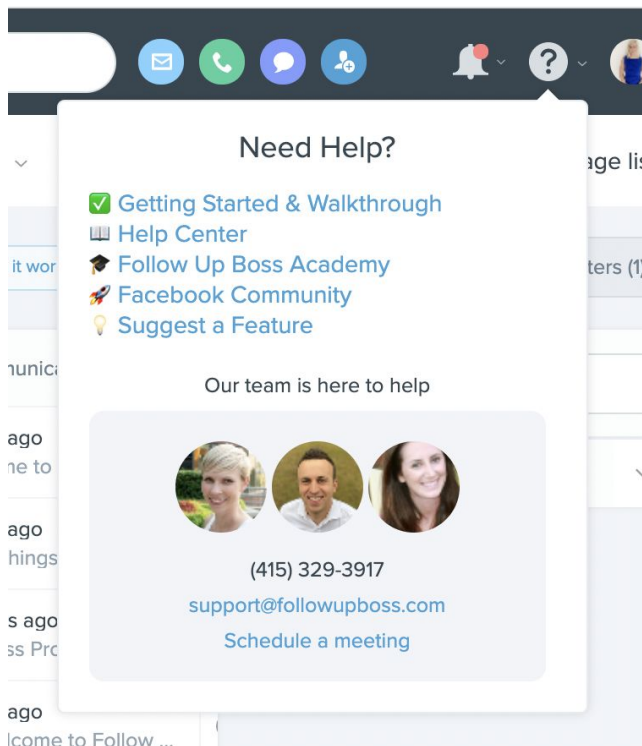
What Next?

1. Start adding your leads and clients into Follow Up Boss. Even if that is one lead at a time.
2. Update the stage of your leads based on their timeframe.
3. Call-text-email the people in your smart lists every day.

Go all in and we promise you'll see results.



Helpful Resources



- [Help Center](#)
- Follow Up Boss Academy - FUB 101 and Dale Archdekin Conversion University
- [Follow Up Boss 20 minute bootcamp](#)
- [Follow Up Boss 10 minute Smart List webinar](#)

