



TURN LEADS INTO CLOSINGS FAST

THE CONVERSION PLAYBOOK FOR THE FIRST 5 MINUTES

78% of buyers work with the first agent they talk to. So why are you still "getting back to them tomorrow"? Speed isn't optional anymore. It's the difference between a hot lead and a cold trail. This guide is your step-by-step conversion formula to win the first 5 minutes and dominate your follow-up.

Part 1: The Fast Response Framework

Your 5-Minute Game Plan:

1. Send a Text First

- "Hey [Name], just saw your home request come through. Want to get a feel for what you're looking for before I send anything over. Got a sec?"

2. Follow with a Call (if no reply in 3 mins)

- "Hi [Name], I saw your request and didn't want to leave you waiting. Do you have 2 minutes for a quick call?"

3. Drop a Quick Video Message (if still no reply)

- Use Video Text, BombBomb, or IG DMs to show your face and voice. Human = Trust.

Pro Tip: Always follow your CRM tags (Hot, Warm, Cold) with speed + intention.

Part 2: Instant Rapport in 30 Seconds

First impressions count. Here's how to build trust fast:

- Mirror their tone: Chill lead? Don't overhype.

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Part 2: Instant Rapport in 30 Seconds (Cont.)

It's all about the conversation and having a conversation that resonates.

Start with a question like:

- "What sparked your search in [City]?"
- Make it about them, not the sale:
- "I want to make sure I'm a good fit to help you. Tell me what you're hoping to find."

Part 3: Qualification Without the Interrogation

Nobody wants to feel like they're being pre-qualified. Here's how to keep it casual:

1. Timeline: "How soon are you hoping to move?"
2. Financials: "Have you connected with a lender yet or still exploring?"
3. Motivation: "What's the #1 thing that matters in your next home?"

Part 4: Follow-Up That Converts

The 3-3-3 Rule:

3 touches in 3 hours: Text, call, email/video

3 days of value: Don't just say "I'm checking in"

- Day 1: Local market stats
- Day 2: Matching homes
- Day 3: Buyer FAQ's

Scripts That Stick:

"Would it be helpful if I broke down your buying power in this market?"

"I'll send a few homes today that match what you're looking for. If one catches your eye, let's walk through it together."

Bonus: The Speed Tech Stack

- CRM Autoresponders: FollowUpBoss, Sierra, Chime or similar product
- SMS Tools: Agent Legend, Twilio, HighLevel or similar product
- Video Follow-Ups: Loom, BombBomb, IG DMs or similar product
- Calendar Links: Calendly with pre-screen questions

Speed isn't about pressure. It's about presence. You're not chasing leads. You're showing up before anyone else does.