

# SO YOU WANT TO BE A REAL ESTATE AGENT?

A MEREDITH FOGLE PODCAST

WHAT I WISH I KNEW WHEN I  
STARTED IN REAL ESTATE



FINDING YOUR SUPERPOWER  
SEASON 6





# The Viral Listing Strategy

Meredith Fogle







125

FOR SALE

THE MERELOTH FOGLE TEAM

Meredith Fogle

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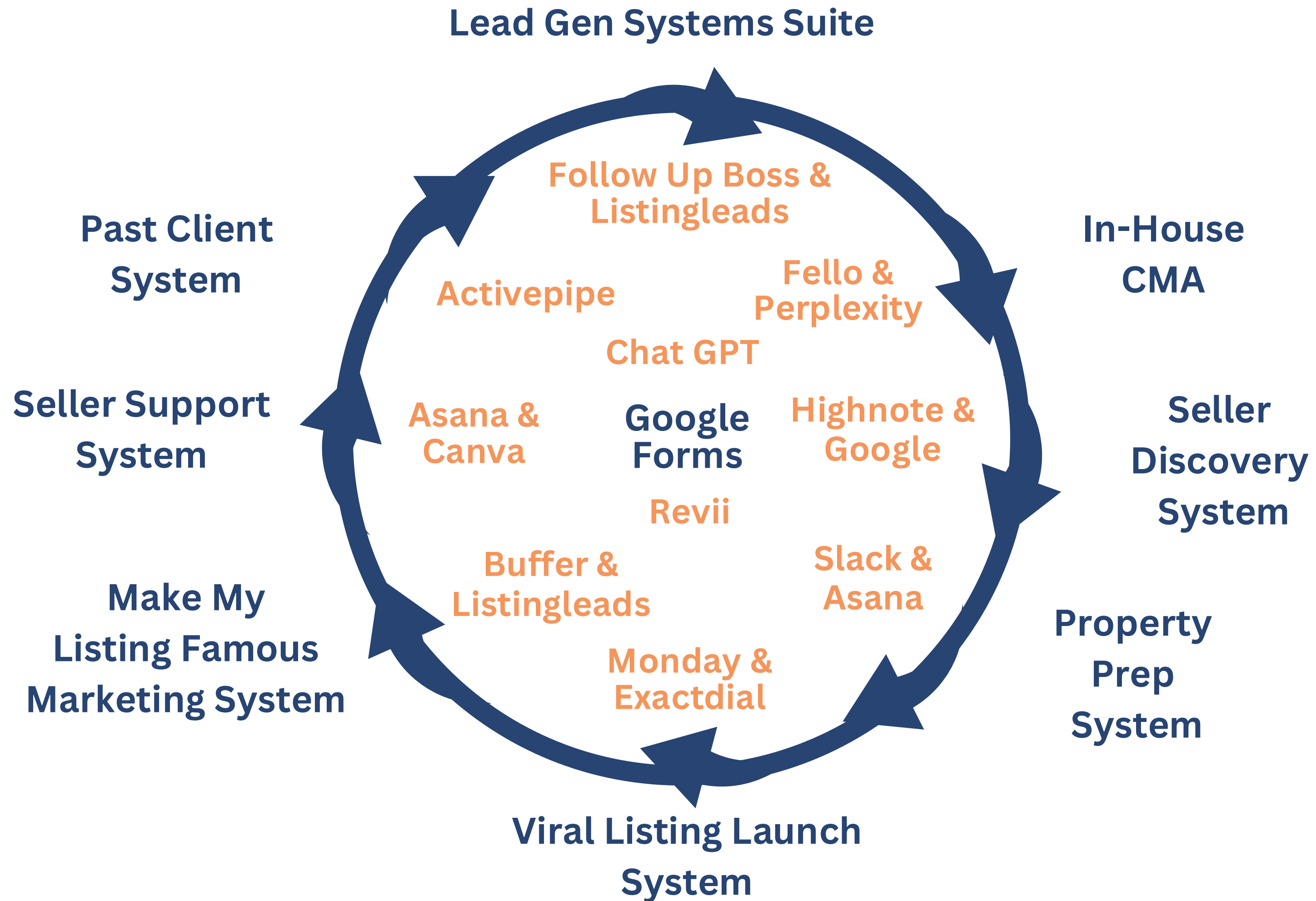
eLIST

REALTY

COLONIAL

REALTY.COM





# Listing Lead Generation Systems

**Buyer  
Looking**

**Expired**

**For Sale  
by  
Owner**

**Past  
Client**

**Agent  
Referral**

**Absente  
e  
Owner**

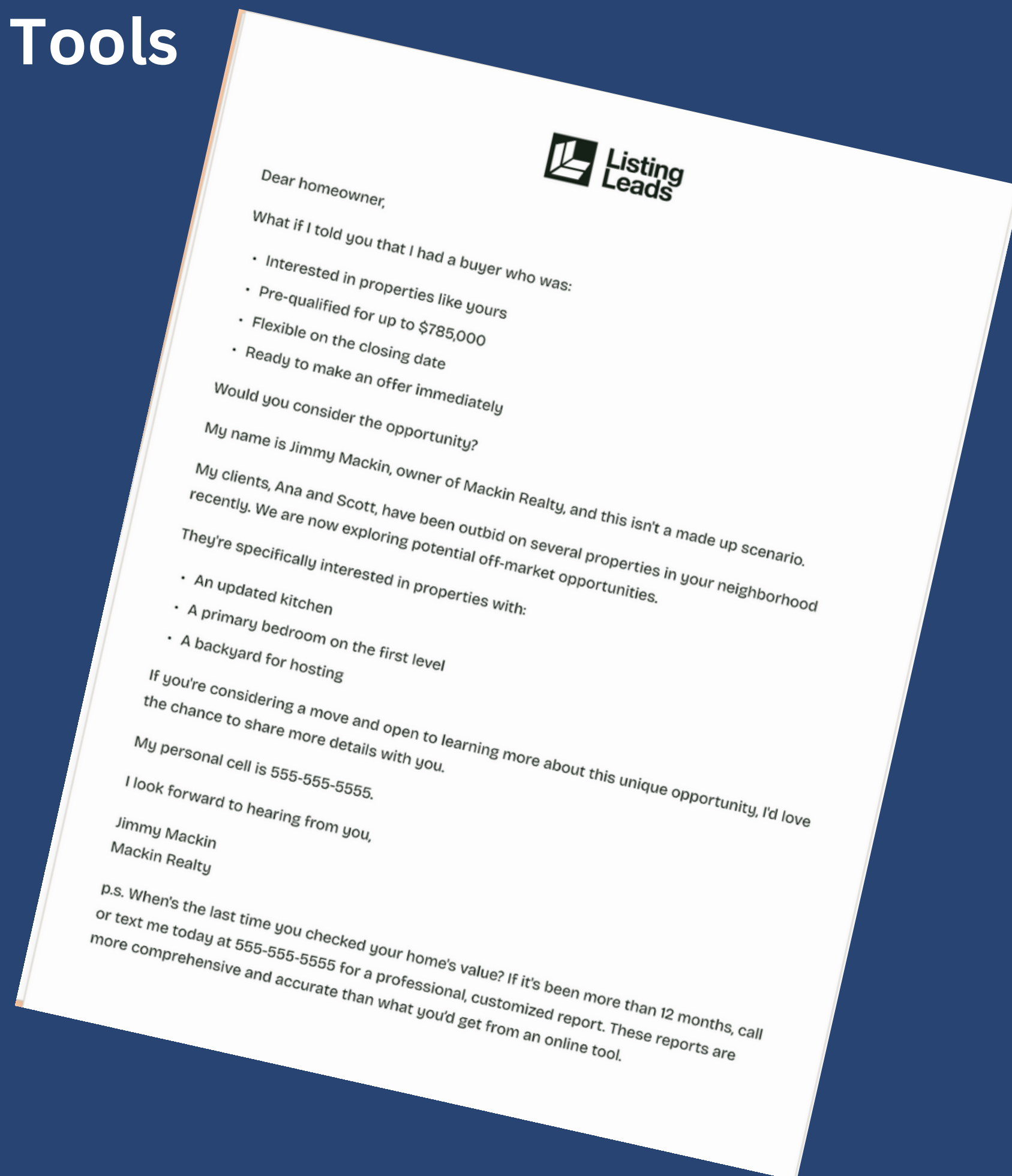
**Vendor  
Referral**

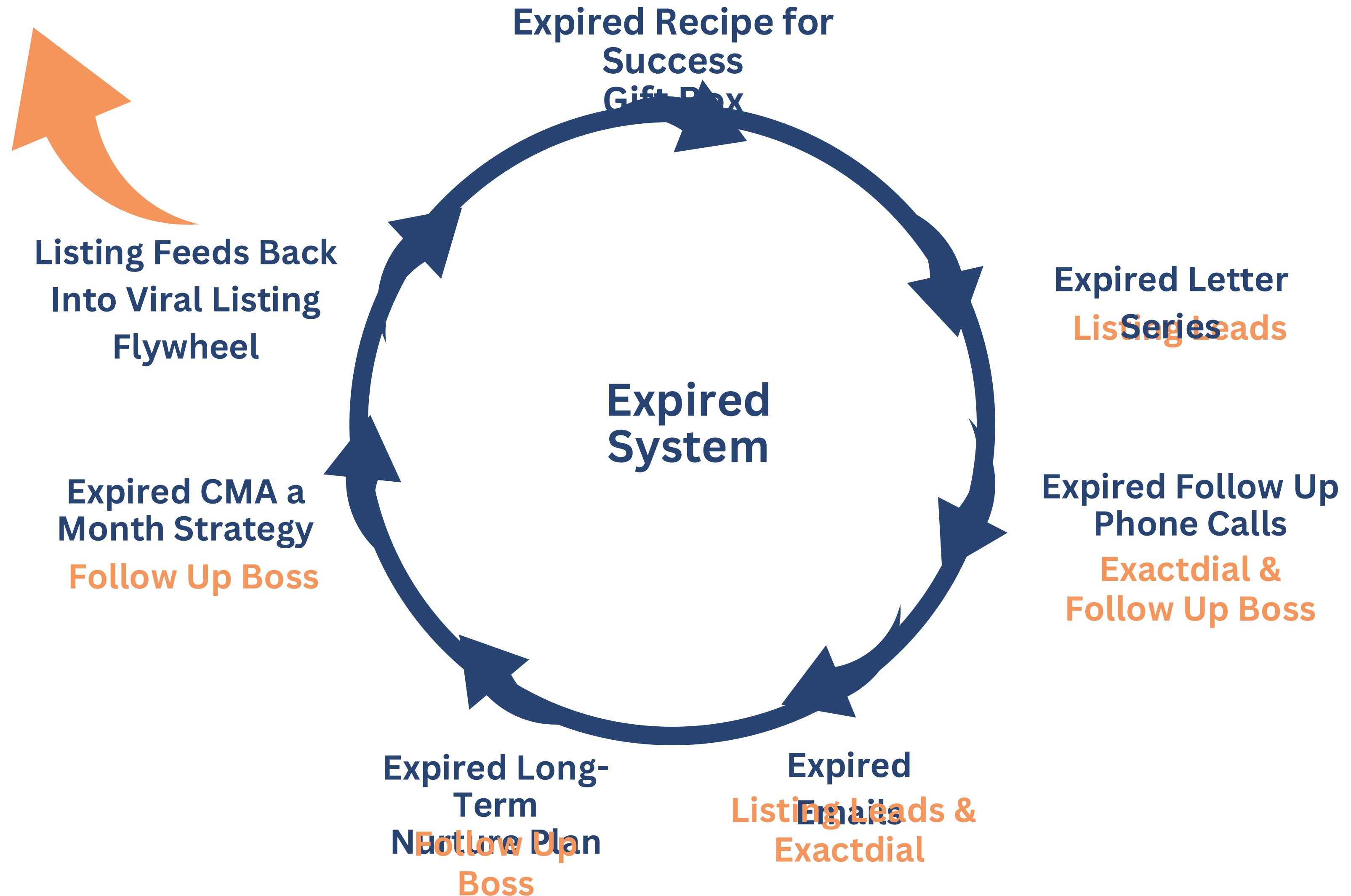
**Seller  
Semina  
r**





# Listingleads.com Magic Buyer Tools







# Listingleads.com Expired Tools



Dear [First Name],

It's been 535 days since you first listed your home. At this point, you might feel stuck. If that sounds familiar, you're not alone. Prior to writing this letter, I did a search around when it was listed, and if I were you.

85 homes like yours have sold. I'm sure you're surprised you haven't. A lot has changed since April. So I have to ask: **Is it a crazy market?**

If you're open to a conversation through your options — I look forward to hearing from you.

Sincerely,  
[Your Full Name]  
[Your Phone Number]

P.S. Even if we don't sell, you avoid this frustration again.

**Call or text me anytime at [555-555-5555]**

Sincerely,  
[Your Full Name]  
[Your Phone Number]  
[Your Real Estate Brand/Tagline]

## Expired Letter Sequence

DAY 1

Letter

The Frustration of an Unsold Home

DAY 5

Letter

The Biggest Mistake Expired Listings Make

DAY 10

Letter

Persistence and Proven Results

DAY 15

Letter

Why Your Home Didn't Sell—and How to Fix It

DAY 20

Letter

Before You Relist, Do This First

DAY 25

Letter

Let's Reimagine How Your Home Is Sold

DAY 30

Letter

Corresponding Follow-Up



## Call Script 1

you can do when your home doesn't sell the first time?

**price.**

ly -14% sell at the same price.

er price.

% sell for more than their original list price.

price — **it's the strategy.**

ice like this, we should talk.

s that help sellers avoid the frustration of a

d recommend for your home.

ss how we can get it right this time.

i been for you—listing

id not seeing it sell.

left and right from

a way to sell your

ring the price?"

t ask if you'd be open

reviewed your listing.

all the difference."

# Fello - Automated Listing Lead Generation

## 68 Lead Activity

All Lead Types

All Origin Types

Export

**Berna Goldberg**



Added Oct 23, 2024 11:16 AM · CRM Integration

LEAD SCORE

81

SUBMISSION

Home Value Lead

22h ago

[View Details](#)

ORIGIN

Home Value Digest Series

Automation

Email - Recent Sales Update

AGENT

MF



104 Deep Trail Ln

Rockville , MD 20850



PRICE HISTORY · AUG 3, 2011

Sold (MLS) · \$875,000

EQUITY

-

HOME VALUE

\$1,290,077



**Benjamin Silverman**



Added Sep 03, 2024 10:55 AM · CRM Integration

LEAD SCORE

71

SUBMISSION

Home Value Lead

5d ago

[View Details](#)

ORIGIN

Home Value Digest Series

Automation

Email - Home Value

AGENT

MF



239 Winter Walk Dr

Gaithersburg , MD 20878



PRICE HISTORY · MAY 22, 2023

Sold (MLS) · \$730,000

EQUITY

\$184,802

HOME VALUE

\$772,684



**Steven Susumu W...**



Added Jul 09, 2024 05:21 PM · CRM Integration

LEAD SCORE

54

SUBMISSION

Home Value Lead

7d ago

[View Details](#)

ORIGIN

Home Value Digest Series

Automation

Email - Recent Sales Update

AGENT

MF



1127 Main St

Gaithersburg , MD 20878



PRICE HISTORY · MAY 3, 2019

Sold (PR) · \$660,000

EQUITY

-

HOME VALUE

\$818,780



**Brian Gentner**



LEAD SCORE

SUBMISSION

ORIGIN

AGENT



## Total Engagement

Engagement value represents email interactions, contact dashboard interactions, widget/landing page traffic, postcard scans and leads generated from all active contacts

2,001

## Contact Dashboard

Views

4

3 in last 7 days

Clicks

0

0 in last 7 days

Leads

0

0 in last 7 days

## Emails

Opens

1595

50 in last 7 days

Clicks

334

10 in last 7 days

Leads

68

2 in last 7 days



# FELLO SOP

Presented by: Meredith Fogle



## PREPARATION

1. Create email templates in Follow Up Boss
2. Create action plans in Follow Up Boss
3. Create tags in Follow Up Boss
4. Create automations in Follow Up Boss

## CREATE EMAIL TEMPLATES IN FOLLOW UP BOSS

- In Follow Up Boss, go to admin -> email templates -> + folder (create folder called Fello)
- Select your new Fello folder. Within this folder, you will chose + email template to create each of the following templates:
  - Fello- over 50%
  - Fello- under 50%, value accurate
  - Fello- under 50%, value inaccurate
  - Fello CMA follow up

### FELLO-OVER 50%

Subject: Following up - Personalized home valuation

Hi %contact\_first\_name%,

I reviewed the automated valuation for your home our system created and it looked to me like it needed some fine-tuning. I've completed a more in-depth, personalized analysis for you. Based on the attached study, the current value appears to be in the \$\_\_ - \$\_\_ range, depending on condition and updates. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

\*ATTACH CMA\*

### FELLO-UNDER 50%, VALUE ACCURATE

Subject: Follow up on value for your home

Hi %contact\_first\_name%,

I reviewed the automated valuation for your home our system created. Is the value in line with your expectations? I'd love to know your thoughts. Are there any real estate needs I can help you with at this time?

\*DO NOT ATTACH CMA\*

### FELLO-UNDER 50%, VALUE INACCURATE

Subject: Update on the valuation for your home

Hi %contact\_first\_name%,

I reviewed the automated valuation for your home our system created and it looked to me like it needed some fine-tuning. I've completed a more in-depth analysis for you. Based on the attached study, the current value appears to be in the \$\_\_ - \$\_\_ range, depending on condition, updates, and special features. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

\*ATTACH CMA\*

## CREATE ACTION PLANS

- In Follow Up Boss, go to admin -> action plans -> + folder (create folder called Fello)
- Select your new Fello folder. Within this folder, you will chose + action plan to create each of the following templates:
  - Fello- over 50%
  - Fello- under 50%, value appears accurate
  - Fello- under 50%, value appears inaccurate
  - New Fello lead

## FELLO PHONE SCRIPT

Hi %contact\_first\_name%, I'm calling as promised to follow on the home valuation I sent you a few days ago. What did you think of the value range? I generally be one of the following, and you'll respond accordingly.

1. The value is accurate. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

2. The value is inaccurate. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

3. The value is dependent on condition and updates. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

4. The value is dependent on condition and updates. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.

5. The value is dependent on condition and updates. I'll give you a call in a few days to walk you through the analysis, to answer any questions you have, and to get your thoughts about the value. Please feel free to reach out to me any time as well.





# Seller Discovery System



## Seller Discovery Form

Please answer the questions below so that we'll know more about you prior to our upcoming meeting.

Why is now the right time for you to sell your house? \*

Your answer

What is your perception of the market right now? \*

- ☐ Strong market/good time to sell
- ☐ Weak market/challenging time to sell
- ☐ Don't know

Do you know with certainty where you are going next? Are you already working with an agent to help you find your next home? \*

Your answer

Why am I the right agent to help you sell your home? \*

Your answer

Have you met or spoken with any other agents? If so, what questions were left unanswered? Or what stopped you from working with them? \*

Your answer

What do you know about us, our business and the way we do things differently to achieve exceptional results for sellers? \*

Your answer

What do you know about the benefits of working with a team vs a solo agent? \*

Your answer

Do you have idea of the price at which you'd like to list your house? \*

What work do you think might be necessary to prepare your house to sell? \*

Your answer

What are the top 3-4 questions you are hoping I'll be able to answer when we meet? \*

Your answer

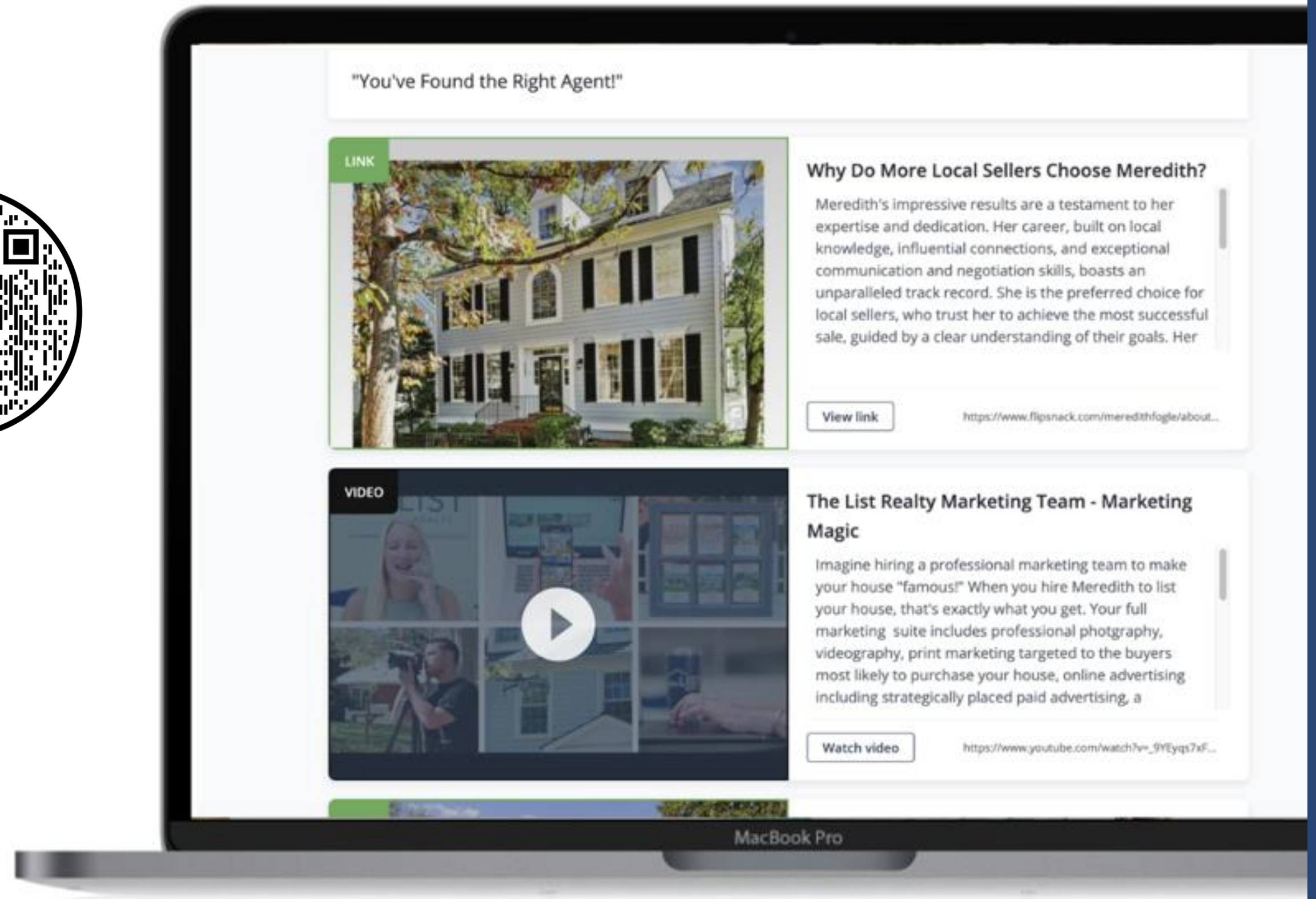
Assuming we agree it makes sense to work together, are you prepared to sign a listing agreement when we meet? \*

# Seller Discovery System

## Highnote Prelisting Presentation



Discount code: LISTVIRALHN





# Make My Listing Famous Marketing System



Social



Blast Email



Door Hangers



Brochures



New Listing Postcards



Walkthrough Video Tour



Instant Showing Sign



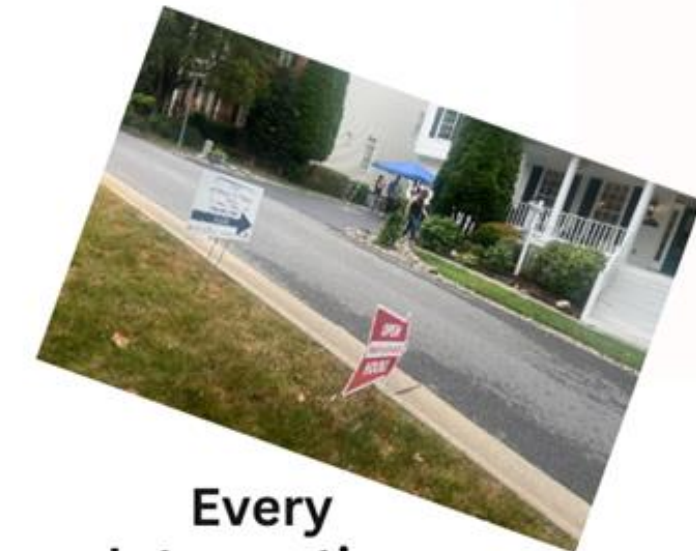
Website



Mega Open House



Sold Door Hanger



Every Intersection Sale Arrows



Sold Postcards



# Asan

Create

Home

My tasks

Inbox

Insights

Reporting

Portfolios

Goals

Starred

Test

Projects

737 Chestertown LISTING -- ...

1235 Main St BUYER

20249 Shipley Terrace 301 LI...

319 Inspiration Lane LISTING

301 High Gables Dr, BUYER

301 High Gables Dr, LISTING

200 Hart Off MLS LISTING

Invite teammates

Search thelistrealty.com

Upgrade

319 Inspiration Lane LISTING

Set status

Share

Custom

Overview

List

Board

Timeline

Dashboard

Calendar

Workflow

Messages

Files

+ Add new

Filter

Sort

Group

Op

Task name	Assignee	Due date	Comments	
"Make My Listing Famous" Listing Marketing for Meredith listings				
Schedule food truck for sneak peek open house (day 1 of listing)	Sooky McFa...	Nov 4	Check with Chris; ...	
Alert Somer to schedule agent intro video shoot with Meredith (10 days before	Sooky McFa...	Nov 4	Somer	
Somer to create, edit, and post agent video tour (day of coming soon)	MF Meredith Fo...	Nov 14		
Alert Somer to create "open house" series (1 week before OH)	Sooky McFa...	Nov 11	Sooky to Slack So...	
Create coming soon listing leads email to send to appropriate audience (day of	ES Ellie Sweeney	Nov 5		
Alert social media person to create "coming soon/just listed" posts series (day c	Sooky McFa...	Nov 5	Sooky to Slack So...	
Pull Sly Broadcast and My Marketing Matters list (5 days before active)	ES Ellie Sweeney	Nov 11	Use Bright and E...	
Send this list to Meredith for her to do Slybroadcast (5 days before active)	ES Ellie Sweeney	Nov 11	Will have phone ...	
Record & send Slybroadcast (two days before first open house)	MF Meredith Fo...	Nov 12		
Create stickers for Mega open house sneak preview door hangers (1 week befo	ES Ellie Sweeney	Nov 6	Hangers under Fl...	
Create & order 100 just listed postcards (1 day after Truplace photos done)	ES Ellie Sweeney	Nov 14		
Create just listed listing leads email to send to appropriate audience (day of act	ES Ellie Sweeney	Nov 14		



# Mega Open House

## PLAN (Date listing signed for week of mega Open House)

- ☐ Plan open house dates and times
- ☐ Hang sign rider at house advertising the first open house
- ☐ Choose special event for Open house (food truck, cheese/wine, ice cream, etc)
- ☐ Schedule food truck/vendor for preview open house
- ☐ Create event on Facebook and Google Business Page, invite Facebook friends
- ☐ Create and/or update Mega Open House landing page on website with details (event info, dates, times, and location)
- ☐ Create QR code leading to Mega Open House landing page
- ☐ Create and order 100 door hangers for preview open house
- ☐ Assemble gift basket (locally curated items are always a hit) for open house raffle
- ☐ Identify at least one other person (agent, lender, assistant) to assist with open houses
- ☐ Enter open house dates into MLS

## PREP

- ☐ Create list of 100 neighbors and obtain emails and phone numbers (8 days prior)
- ☐ Create and send preview open house Evite to list of 100 neighbors (7 days prior)
- ☐ Create QR code for raffle entry landing page (7 days prior)
- ☐ Create landing page on website with form for electronic raffle entries (7 days prior)
- ☐ Send Slybroadcast message to invite list of 100 neighbors to preview open house (3 days prior)
- ☐ Deliver 100 preview open house door hangers to neighbors surrounding the listing (2 days prior)
- ☐ Create open house sign plan, including all intersections leading to the listing (2 days prior)
- ☐ Create open house raffle sign which includes QR code to landing page raffle entry webpage (2 days prior)



# The Mega Open House





# Social Media SOP

## LISTING LAUNCH SOCIAL MEDIA PLANNER

Post Video	Details & Caption	Hashtags
<div>pre-mkt</div> <div><div>click to see example!</div></div> <div>ANIMATED TEXT REEL</div>	<b>INTRODUCE LISTING</b> <ul style="list-style-type: none"><li>SEO-friendly headline: "Coming Soon: Stunning 4-Bedroom Home in Kentlands!"</li><li>Description: Highlight location, unique features, and benefits</li><li>Include: Link to your website listing page (or direct to IG link in bio), contact info to schedule a tour.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)
<div>pre-mkt</div> <div><div>click to watch this reel!</div></div> <div>AGENT VIDEO</div>	<b>CREATE EXCITEMENT</b> <ul style="list-style-type: none"><li>SEO-friendly headline: "We're just DAYS away from revealing this Kentlands Home!"</li><li>Description: Highlight location, unique features, and benefits</li><li>Include: Link to your website listing page (or direct to IG link in bio), contact info to schedule a tour.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)
<div>Day 1</div> <div><div>click to watch this reel!</div></div> <div>ANIMATED TEXT REEL</div>	<b>LAUNCH LISTING Option 1</b> <ul style="list-style-type: none"><li>SEO-friendly headline: "Just Listed: Beautiful Family Home With Dream Kitchen in Kentlands!"</li><li>Description: Focus on key features (e.g., Must-See kitchen, front porch lifestyle).</li><li>Open House dates and times</li><li>Include: Link to listing, contact info.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)
<div>Day 1</div> <div><div>click to watch this reel!</div></div> <div>SNEAK PEEK VIDEO</div>	<b>LAUNCH LISTING Option 2</b> <ul style="list-style-type: none"><li>SEO-friendly headline: "Just Listed: Beautiful Family Home With Dream Kitchen in Kentlands!"</li><li>Open House dates and times</li><li>Include: Link to listing, contact info.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)

Post Video	Caption	Hashtags
<div>Day 2</div> <div><div>click to watch this reel!</div></div> <div>ANIMATED PROMO</div>	<b>PROMOTE FRIDAY MEGA OPEN HOUSE Option 1</b> <ul style="list-style-type: none"><li>Visuals like a wine &amp; cheese setup, food truck, etc.</li><li>Example Script: Join us for wine &amp; cheese and a tour! 123 Main St. home has it all—amazing views, a chef's kitchen, and gorgeous updates.</li><li>Include: Link to listing, contact info.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city) *Tag any vendors for Mega Open House
<div>Day 2</div> <div><div>click to watch this reel!</div></div> <div>TOUR WITH COMMENTARY</div>	<b>PROMOTE OPEN HOUSES &amp; KEY FEATURES Option 2</b> <ul style="list-style-type: none"><li>Example Script: You've GOT to see this stunning home in Kentlands, featuring ____.</li><li>Include: Link to listing, open house dates and times, contact info.</li><li>USE FOR SATURDAY IF YOU HAVE A FRIDAY MEGA OPEN HOUSE.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)
<div>Day 3</div> <div><div>click to watch this reel!</div></div> <div>ANIMATED TEXT REEL</div>	<b>PROMOTE OPEN HOUSE, KEY FEATURES</b> <ul style="list-style-type: none"><li>SEO-friendly headline: Join Us for an Open House TODAY in Kentlands!</li><li>Description: Include date, time, and key highlights of the home.</li><li>Include: Link to listing, additional open house dates and times, contact info.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)
<div>Day 4</div> <div><div>click to watch this reel!</div></div> <div>ANIMATED TEXT REEL</div>	<b>PROMOTE OPEN HOUSE, KEY FEATURES</b> <ul style="list-style-type: none"><li>Use an interior photo.</li><li>SEO-friendly headline: Don't miss your chance to see 123 Main Street in Kentlands TODAY!</li><li>Description: Include date, time, and key highlights of the home.</li><li>Include: Link to listing, additional open house dates and times, contact info.</li></ul>	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet  *Add a location tag on Instagram (city)

## PRE-LAUNCH PREPARATION

### Create a Canva Project for the Listing

- Create a Canva project for each new listing with the following slides:
  - Coming Soon
  - Just Listed
  - Open House Announcement
  - Under Contract
  - Sold
- Template Features:
  - 9:16 ratio for all platforms.
  - Center square design for Instagram feed compatibility.
  - Use your brand colors, choose a brand font, and keep the template consistent for every listing.
  - Make sure to animate a few elements, set the video duration as 8 seconds, add music, and save as MP4.
- Canva search terms:
  - "Real Estate Just Listed Instagram"
  - "Real Estate Templates"

## RESOURCES



## BEST PRACTICES

### Instagram

- Use stories for last-minute reminders.
- Add trending audio on Instagram and TikTok.
- Add interactive elements (polls, countdowns, or Q&A stickers).
- Always share reels to both Facebook and Instagram Stories.

### General

- Always prioritize a "contact me" call to action over a link click, and include it in every post.
- Keep videos under 60 seconds, so they are compatible on all platforms, including Youtube shorts.
- SEO-Friendly Captions: Incorporate location keywords ("City, State, Neighborhood) and unique local property highlights.

Follow me for MORE great ideas, and to see how I continue to promote listings!





Buffer

Create

Publish

Analyze

Engage9+

Start Page

Invite Your Team

+ New

All Channels0

Meredith Fogle Th...0

meredithfogleteam0

thelistrealty0

Meredith Fogle0

Meredith Fogle Te...0

Connect Threads

Connect Bluesky

New Channel

Manage Tags

Manage Channels

Threads is now available in Buffer

Learn more about the fastest growing social network and how to make it work for you.

Connect ThreadsRead our Beginner's Guide

Meredith Fogle The List Realty

Share FeedbackListCalendar+ New Post

<>November 2024TodayMonth

All PostsTagsNew York

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>7:02 PM</div>	<div>9:01 AM</div> <div>1:22 PM</div> <div>1:24 PM</div>	<div>12:29 PM</div>	<div>12:00 PM</div> <div>5:39 PM</div>	<div>5:34 PM</div>	<div>1:22 PM</div>	<div>7:00 AM</div>
17 <div>10:44 PM</div> <div>10:56 PM</div>	18 <div>9:11 AM</div> <div>9:29 AM</div>	19 <div>1:03 PM</div>	20 <div>12:00 PM</div>	21 <div>12:00 PM</div>	22 <div>1:00 PM</div> <div>3:00 PM</div>	23 <div>12:00 PM</div>



565 Aguajito, Carmel CA  
\$3,800,000



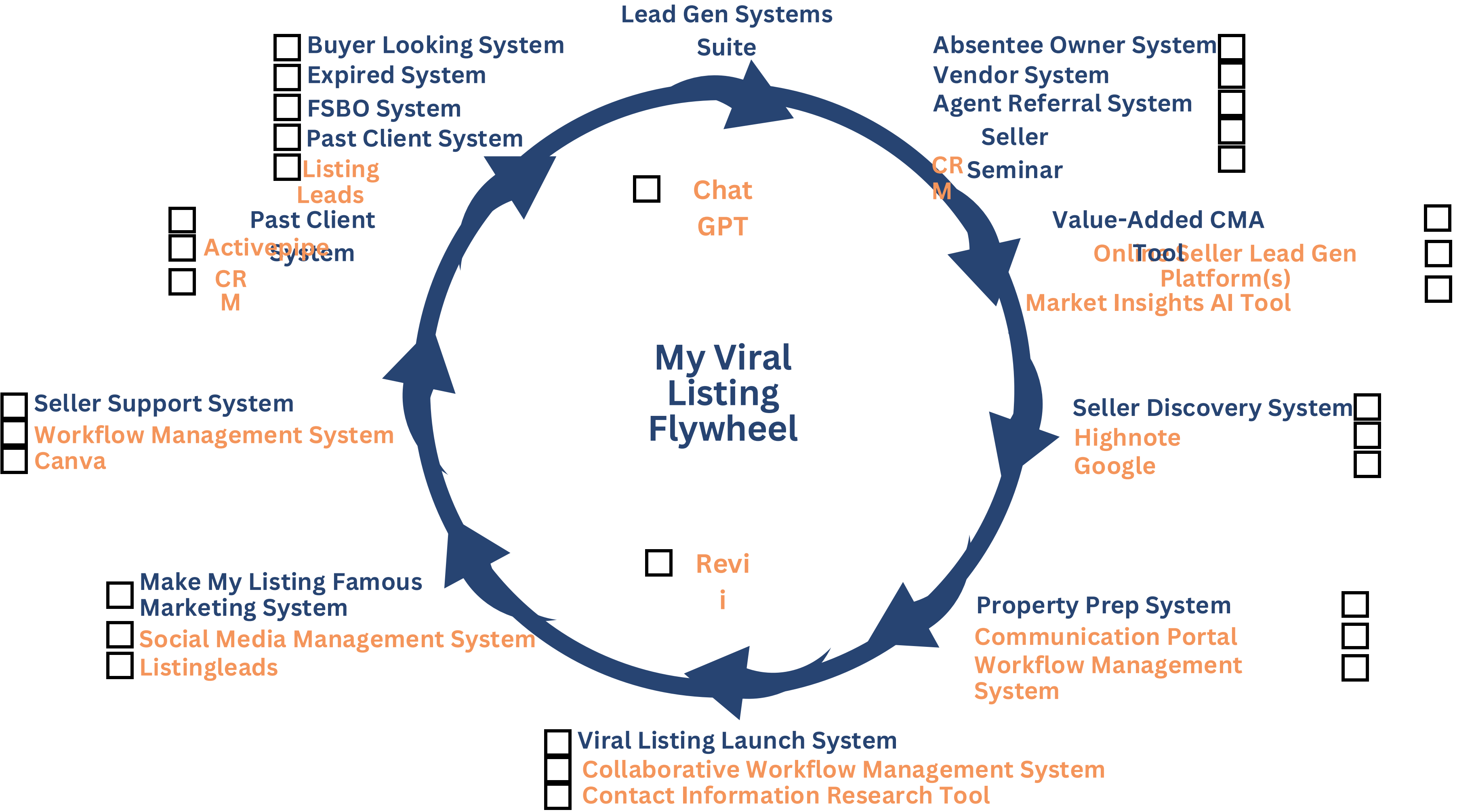


# **Adamo Ranch – 1,200 Acres**

## **\$34,000,000**







# Follow Meredith On Social



@meredithfoglethelistrealty



@meredithfoglethelistrealty



@thelistrealty



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@meredithfogle



@fogle\_team

