



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 on 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 46 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

BUYER Messaging Plans to choose from to make INITIAL contact (Email and Text):

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 13 touches in the first 10 days and 21 total touches over 365 days.

Clever Team Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through the Clever Team. It has 13 touches in the first 10 days and 21 total touches over 365 days.

Dave Ramsey Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Dave Ramsey. It has 13 touches in the first 10 days and 21 total touches over 365 days.

Effective Agent Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Effective Agent. It has 13 touches in the first 10 days and 21 total touches over 365 days.

Email Only Plan:

This plan was created for leads that signed up on one of your sites, but gave a bad phone number, and will now only receive emails. It has 5 touches in the first 10 days and 12 total touches over 365 days.

Fast Expert Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Fast Expert. It has 13 touches in the first 10 days and 21 total touches over 365 days.

Glenn Beck Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Glenn Beck. It has 13 touches in the first 10 days and 21 total touches over 365 days.

**Homelight Leads:**

This plan is geared towards buyer leads that have submitted a property inquiry through Homelight. It has 13 touches in the first 10 days and 21 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 13 touches in the first 10 days and 23 total touches over 365 days.

Redfin Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Redfin. It has 13 touches in the first 10 days and 23 total touches over 365 days.

Referral Exchange Leads:

This plan was created for new Fast Expert leads that are looking for help to buy a home. It has 11 touches within the first 7 days and 21 touches over 365 days.

Upnest Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Upnest. It has 13 touches in the first 10 days and 21 total touches over 365 days.

Z Buyer Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Z Buyer. It has 13 touches in the first 10 days and 23 total touches over 365 days.

Zillow Leads:

This plan is geared towards buyer leads that have submitted a property inquiry through Zillow. It has 13 touches in the first 10 days and 23 total touches over 365 days.

New Construction Leads:

This plan is geared towards new construction buyer leads that have signed up on your portal site to view homes. It has 12 touches in the first 14 days and 19 total touches over 365 days.

**Open House Leads:**

This plan is geared towards buyer leads that have signed up for and consented to being contacted via text through an open house app. It has 11 touches in the first 10 days and 21 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 13 touches in the first 10 days and 23 total touches over 365 days.

Forced Registration/PPC/Social Leads:

This plan is geared towards new forced registration/ppc/social leads that signed up on your portal site to view homes. It has 11 touches in the first 12 days and 19 total touches over 365 days.

Forced Registration/PPC/Social Leads (Ylopo AI Version):

This plan is geared towards new forced registration/ppc/social leads that signed up on your portal site to view homes and should be used if you use YLOPO. It has 11 touches in the first 14 days and 19 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 19 total touches over 365 days.



BUYER MESSAGING PLANS

*BUYER Messaging Plans to choose from when you need to FOLLOW UP
(Email and Text):*

Active Text Nudge:

This plan was created to help assist with the reengagement of leads you were actively texting that ghosted you. It has 6 touches in the first 10 days and 21 total touches over 365 days.

Nurture/Follow Up Assist 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 has a total of 16 touches over 810 days.

Just Curious Response 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 30 days, and has 19 total touches over 365 days.

Old Agent Leads:

This plan was created for buyer leads that were at one time connected with one of your agents, but then slipped through the cracks. It has 7 touches within the first 14 days and 49 touches over 3,600 days.

New Years Plan (Current Year):

This plan was created to help reengage all types of leads in January. It has 7 touches in the first 7 days and 10 total touches over 13 days.

Zillow Lost Leads:

Created for Zillow buyer leads that were at one time connected with one of your agents/ISA, but then stopped communicating. It has 7 touches within the first 14 days and 49 touches over 3,600 days.

Already Working with an Agent:

Designed for buyer leads who are already working with an agent. It has 3 touches within the first 14 days and 5 touches over 77 days.



(TEXT & VOICEMAIL)

Fully Automated Now Plan:

Designed for buyer leads who should be followed up with NOW. Great to apply to leads that you have a past due manual task on. First VM goes out on Day one. There are 16 activities over 180 days.

Fully Automated 1 Month Plan:

Designed for buyer leads who should be followed up with 1 month down the road. First VM goes out on month one. There are 19 activities over 300 days.

Fully Automated 2 Month Plan:

Designed for buyer leads who should be followed up with 2 months down the road. First VM goes out in month two. There are 19 activities over 300 days.

Fully Automated 3 Month Plan:

Designed for buyer leads who should be followed up with 3 months down the road. First VM goes out in month three. There are 19 activities over 330 days.

Fully Automated 6 Month Plan:

Designed for buyer leads who should be followed up with 6 months down the road. First VM goes out in month six. There are 17 activities over 365 days.

Fully Automated 9 Month Plan:

Designed for buyer leads who should be followed up with 9 months down the road. First VM goes out in month nine. There are 17 activities over 450 days.

Fully Automated 12 Month Plan:

Designed for buyer leads who should be followed up with 12 months down the road. First VM goes out in month twelve. There are 17 activities over 1080 days.

Fully Automated 18 Month Plan:

Designed for buyer leads who should be followed up with 18 months down the road. First VM goes out in month eighteen. There are 18 activities over 1260 days.

Fully Automated 24 Month Plan:

Designed for buyer leads who should be followed up with 24 months down the road. First VM goes out in month twenty four. There are 18 activities over 1445 days.

Fully Automated Ylopo/Sierra Priority Alert Plan:

To be used on your ylopo or sierra priority alert leads. The first voicemail goes out on day 1. There are 32 activities over 365 days.=



BUYER MESSAGING PLANS

*BUYER Messaging Plans to choose from when leads are Not Interested
(Email and Text):*

Not Interested, Just Bought Leads:

This plan was created for buyer leads you've contacted that expressed disinterest in making a move anytime soon because they just bought a home. The first touches happen on day 180 and the other touches happen every 6 months thereafter. It has 41 touches over 3,600 days.

Not Interested, Renter Leads:

This plan was created for buyer leads you've contacted that expressed disinterest in making a move anytime soon because they plan on renting. The first touches happen on day 120. It has 44 touches over 3,600 days.

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 6 months thereafter. It has 41 touches over 3,600 days.

Not Interested Leads, Relocation/Referral Leads:

Created for buyer leads you've contacted that expressed disinterest in making a move anytime soon because they have relocated. The first touches happen on day 180 and the other touches happen every 6 months thereafter. It has 41 touches over 3,600 days.



SELLER MESSAGING PLANS

SELLER Messaging Plans to choose from to make INITIAL contact (Email and Text):

CMA Request Leads:

This plan is geared towards seller leads that have submitted a request to receive a CMA on their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

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 13 touches in the first 10 days, and has 21 total touches over 365 days.

Dave Ramsey Leads:

This plan is geared towards seller leads that have inquired about getting help selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Effective Agent Leads:

This plan is geared towards Effective Agent leads who inquired about getting help selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Fast Expert Leads:

This plan is geared towards Fast Expert leads who inquired about getting help selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Glenn Beck Leads:

This plan is geared towards new Glenn Beck leads who inquired about getting help selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Realtor.com Leads:

This plan is geared towards new Realtor.com leads that submit an inquiry to leads who inquired about getting help selling their home. It has 11 touches within the first 7 days and 21 total touches over 365 days.

Referral Exchange Leads:

This plan is geared towards new Fast Expert leads who inquired about getting help selling their home. It has 11 touches within the first 7 days and 21 total touches over 365 days.



SELLER MESSAGING PLANS

SELLER Messaging Plans to choose from to make INITIAL contact (Email and Text):

Email Only Plan:

This plan was created for leads that signed up on one of your sites, but gave a bad phone number, and will now only receive emails. It has 5 touches in the first 10 days and 12 total touches over 365 days.

Home Evalution 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 19 total touches over 365 days.

Homelight Leads:

This plan is geared towards Home Light leads that are interested in selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Upnest Leads:

This plan is geared towards Upnest leads that inquired about getting help selling their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Z Buyer Leads:

This plan is geared towards Z Buyer leads that inquire about getting a cash offer on their home. It has 13 touches in the first 10 days, and has 21 total touches over 365 days.

Forced Registration/PPC/Social Leads (Ylopo AI Version):

Created for new seller leads that checked the value of their home through an automated home value tool. It has 13 touches in the first 14 days and 20 total touches over 365 days.

Clever Team Leads:

This plan is geared towards seller leads that have inquired about getting help selling their home through Clever Team. It has 13 touches in the first 10 days and 21 total touches over 365 days.



SELLER MESSAGING PLANS

*SELLER Messaging Plans to choose from when you need to FOLLOW UP
(Email and Text):*

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 19 total touches over 365 days.

Active Text Nudge Plan:

This plan was created to help assist with the reengagement of leads you were actively texting that ghosted you. It has 6 touches in the first 10 days and 21 total touches over 365 days.

Nurture/Follow Up Assist 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 has a total of 16 touches over 810 days.

Just Curious Response 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 30 days, and has 19 total touches over 365 days.

Fully Automated Now Plan:

Designed for seller leads who should be followed up with NOW. Great to apply to leads that you have a past due manual task on. First VM goes out on Day one. There are 16 activities over 180 days.

Fully Automated 1 Month Plan:

Designed for seller leads who should be followed up with 1 month down the road. First VM goes out on month one. There are 19 activities over 300 days.

Fully Automated 2 Month Plan:

Designed for seller leads who should be followed up with 2 months down the road. First VM goes out in month two. There are 19 activities over 300 days.

**Fully Automated 3 Month Plan:**

Designed for seller leads who should be followed up with 3 months down the road. First VM goes out in month three. There are 19 activities over 330 days.

Fully Automated 6 Month Plan:

Designed for seller leads who should be followed up with 6 months down the road. First VM goes out in month six. There are 17 activities over 365 days.

Fully Automated 9 Month Plan:

Designed for seller leads who should be followed up with 9 months down the road. First VM goes out in month nine. There are 17 activities over 450 days.

Fully Automated 12 Month Plan:

Designed for seller leads who should be followed up with 12 months down the road. First VM goes out in month twelve. There are 17 activities over 1080 days.

Fully Automated 18 Month Plan:

Designed for seller leads who should be followed up with 18 months down the road. First VM goes out in month eighteen. There are 18 activities over 1260 days.

Fully Automated 24 Month Plan:

Designed for seller leads who should be followed up with 24 months down the road. First VM goes out in month twenty four. There are 18 activities over 1445 days.

Fully Automated Seller Priority Alert Plan

Created for seller leads that rechecked the value of their home through an automated home value tool. The first voicemail goes out on day 1. There are 21 activities over 365 days.



SELLER MESSAGING PLANS

*SELLER Messaging Plans to choose from when leads are Not Interested
(Email and Text):*

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 6 months thereafter. It has 41 touches over 3,600 days.