

# PARTIAL LEADS

Want to reach the plethora of partial leads that come through your landing pages? The best method is to send a CMA report with a hand-written letter, in an envelope that really stands out.

## SCRIPT FOR LETTER:

*Good afternoon (first name),* \*names can be pulled from property tax

*I saw you were interested in a report on neighborhood sales to get an estimate on your home. I wanted to ensure you received your report, so I've created a detailed one just for you. These numbers may adjust based on any new additions or renovations done to the home. Your neighborhood is doing great in sales, if you're interested in selling your home, please give me a call or text at (insert your number). I'd be happy to answer any questions and see if we could potentially get you more.*

*Insert Your Signature*

\*\*\*IMPORTANT: Be sure to put a business card in letter that has your best contact methods. Put your business branding on the CMA so the letter looks personal.

Creating CMA's for each partial lead can be a hassle. I love to use CloudCMA to simplify the process. I plugin a property address and it creates an amazing report for me, full of tons of valuable information. It also really helps me to stand out by looking like I went through the effort to create one so in-depth. We worked out a promo code for you if you prefer to go that route as well. Visit:

[www.CloudCMA.com](http://www.CloudCMA.com) and your promo code is: lightning

## STAND OUT!

**DON'T:** Don't put your letter and report in just a generic white envelope, and especially not one with a window. These end up in the trash immediately, don't capture attention and doesn't appeal to the consumer.

**DO:** Put your report in a bright colorful envelope if you have a colorful, modern brand. If you have a luxury brand, put your card into sleek black envelope, and to further take it up a notch, seal the back with a cheap wax seal kit. You can find these at affordable prices on Ebay or Google.

