RealScout

Customer Case Study

From Cold Lead to Closed Deal

THE CHALLENGE:

John was an older, unresponsive lead imported from Gigi's previous CRM—never engaged with previous outreach attempts.

The 5-Month Journey

MAY - The Import

- John imported into Follow Up Boss and RealScout
- Automated home valuation report sent

WEEK 1 - First Engagement

- John viewed the automated valuation report 7 days after import
- Triggered automated nurture sequence

MONTHS 1-2 - The Waiting Game

- Manual texts and emails sent with no response
- RealScout automation continued in background
- John requested a recent valuation but remained silent

MONTH 3 - The Breakthrough

- Follow Up Boss sent an email from an automation: "Thanks for requesting a valuation. Before I prepare it, how old is the roof? Any major upgrades?"
- John finally responded - first real engagement after months of nurture

MONTH 4 - Full Engagement

- Detailed valuation report sent
- Specialized nurture automation activated
- Home-selling game plan created
- Zoom consultation completed

MONTH 5 - *The Close*

- Listing timeline established
- Listing agreement signed
- Offer received and accepted
- Successful appraisal and closing
- John moved to past client automation

Why this Worked

Automated Persistence
RealScout continued nurturing for 2+ months when manual efforts failed

Dual-System Approach
Follow Up Boss + RealScout created multiple touchpoints

Value-First Strategy
Automated sequence provided immediate value that sparked engagement

Patient Persistence
Coordinated automation worked consistently before John responded

Seamless Transition
Structured consultation and listing process using Follow Up Boss workflows

THE RESULTS:
"I can just set it and forget it and the software will do its thing in terms of outreach and trying to get more information from the client," explains Gigi. "RealScout has been the best investment I've made for my business because it has delivered immediate results."

Engaged Contact

e Value Request

Key Takeaway

Your existing database is your **biggest opportunity**. Even old, unresponsive leads can become listings with the right automated nurture system and patience. Gigi's success proves that **database reactivation works.**

Showing Request

Home Value Request