



# The Ultimate RealScout + Follow Up Boss Swipefile

6 High-Converting Automations  
That Turn Your Database Into Deals



**Stop Missing Opportunities  
Hiding in Your Database**

Professional insights and automation  
templates from RealScout & Elena Kee,  
Founder of Kee Technology Solutions



# Why This Swipefile Will Transform Your Business

The #1 problem for high-performance real estate teams? **Lead leakage.**

Every day, valuable leads slip through the cracks while a "dead-a-base" of stale contacts sits untouched—representing thousands in potential GCI.

## What if you could automatically:

- Identify which leads are actively searching for homes
- Know exactly when a past client is thinking about selling
- Prioritize ready-to-act opportunities without guesswork
- Convert 40% more leads from your existing database

The RealScout + Follow Up Boss integration (FUBscout) surfaces clear buying and selling signals through behavioral tags, while these pre-built automations ensure you never miss a conversion opportunity.



"RealScout is the fastest and most cost-effective way to generate transactions from your CRM."

**Kenny Truong**, Fast Real Estate

## What You're Getting

- ✓ 6 ready-to-import, professionally configured automations
- ✓ Proven follow-up sequences with exact timing
- ✓ Copy-and-paste scripts for calls, emails, and texts
- ✓ Step-by-step implementation guide



## AUTOMATION 1:

# Home Valuation Message Alert

### Tag: RealScout HVA Valuation Message

**What This Signals:** A prospect has actively requested a custom home valuation report—one of the strongest selling intent signals possible.

**Why It Works:** This automation immediately acknowledges their request while assigning you a task to call and discover their motivation, timing, and needs.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Email Template:

Subject: Your Home Valuation Request

Hi {{contact.first\_name}},

I received your request for a custom home valuation report for your property.

I'll be analyzing the latest market data to prepare your personalized report, which will include:

- Current estimated market value
- Recent comparable sales
- Market trends affecting your property's value
- Suggested improvements that could increase value

I'll be calling you shortly to gather additional details about your home that may impact its value (recent upgrades, unique features, etc.).

Looking forward to speaking with you,

{{my.first\_name}} {{my.last\_name}}



## AUTOMATION 2:

# Client Message Response

**Tag:** RealScout Message Sent

**What This Signals:** A lead has sent you a direct message through RealScout—they're actively engaged and expecting a response.

**Why It Works:** When a client indicates they're ready to connect, immediate response is critical. This automation acknowledges their message instantly while assigning you a task for personal follow-up.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Text Template:

Hi {{contact.first\_name}}! I just received your message and wanted to let you know I'll be responding in detail shortly. Is there anything specific you need immediate help with? {{my.first\_name}}





## AUTOMATION 3:

# High-Intent Property View Alert

**Tag:** RealScout Property Viewed 3+

**What This Signals:** A prospect has viewed the same property multiple times—a clear indication of serious interest.

**Why It Works:** Research shows that viewing a property 3+ times correlates with high purchase intent. This automation assigns a call task and follows up with a text if you don't reach them.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Text Template:

Hi {{contact.first\_name}}. This is {{my.first\_name}} with {{my.company}}. I noticed that you viewed {{viewed\_address}} multiple times. If you'd rather I don't text you, just tell me to stop. What caught your eye about the property?

"Prior to having that visibility through RealScout, you wouldn't necessarily know if they saw it or how many times they saw it. The fact that I was proactive after having seen that, which was visibility I only would've had through RealScout, ended up making the sale."



**Laurel S. Cecila**

Chief Marketing Officer, Callaway Henderson  
Sotheby's International Realty



## AUTOMATION 4:

# Market Activity Interest

**Tag:** RealScout Market Activity View

**What This Signals:** A lead has viewed market activity reports—they're researching local real estate trends.

**Why It Works:** Market research often precedes active buying or selling decisions. This automation nurtures their interest while creating an opportunity for you to position yourself as a market expert.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Email Template:

Subject: Your Market Activity Report Access

Hi {{contact.first\_name}},

I noticed you've been reviewing the market activity in your area.

Would you be interested in a more detailed analysis of what's happening in the market? I'd be happy to provide insights on:

- Price trends specific to your neighborhood
- Average days on market
- Inventory levels
- Buyer demand indicators

Let me know if you have any questions about what you're seeing in the data.

{{my.first\_name}} {{my.last\_name}}



## AUTOMATION 5:

# Home Value Alert Engagement

**Tag:** RealScout HVA Viewed

**What This Signals:** A client or prospect has opened their Home Value Alert—they're actively monitoring their property's worth.

**Why It Works:** When homeowners track value changes, they're often considering selling. This automation creates an opening for meaningful conversation about their real estate goals.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Call Script:

"Hi {{contact.first\_name}}, this is {{my.first\_name}} with {{my.company}}. I noticed you've been checking the value updates on your property, and I wanted to touch base.

Have you noticed any significant changes in the estimated value over the past few months? [Listen]

Are you just keeping tabs on the market, or are you potentially thinking about making a move in the near future? [Listen]

Would it be helpful if I provided you with a more detailed valuation that takes into account the specific features and upgrades of your home that automated estimates might miss?"



## AUTOMATION 6:

# Saved Property Follow-Up

**Tag:** RealScout Property Saved

**What This Signals:** A prospect has saved a property to their favorites—they're actively building a shortlist.

**Why It Works:** Saving properties indicates serious consideration. This automation creates a task and sends a text the next day if you haven't reached them, offering assistance without being pushy.

[CLICK HERE TO IMPORT THIS AUTOMATION](#)

### Sample Text Template:

Hi {{contact.first\_name}}. This is {{my.first\_name}} with {{my.company}}. I noticed you've recently saved a listing to your favorites. If you'd rather I don't text you, just tell me to stop. Do you have any questions about the home's features or neighborhood?

"Within 20 days of launching RealScout, we sparked conversations with 49 homeowners, representing \$605,000 in potential GCI."



**Gary Ashton and Scott Hull**  
of RE/MAX Advantage



# Implementation Checklist

- Import all 6 automations into your Follow Up Boss account
- Verify that RealScout integration is properly configured
- Ensure RealScout tags are flowing correctly to Follow Up Boss
- Create Smart Lists based on these tags to monitor engagement
- Brief your team on the new automations and proper follow-up protocols
- Set up a 72-hour removal for each tag to allow for re-engagement
- Track and monitor conversion metrics from each automation

## Need Help Implementing these RealScout Automations in Follow Up Boss?

Elena Kee is the founder of Kee Technology Solutions, specializing in CRM optimization and automation for high-performance real estate teams and brokerages. She has helped hundreds of teams maximize ROI from their technology stack through strategic implementation and workflow design.

**Want personalized help implementing these automations?**

[SCHEDULE A 30-MINUTE CONSULTATION WITH KEE SOLUTIONS](#)



# Ready to Unlock Your Database's Full Potential?

## Schedule Your Strategy Session

Reserve your complimentary 30-minute strategy session with a RealScout database activation specialist.

### During this call, you'll:

- Review your Database Health
- Identify your highest-leverage opportunities
- Create a customized implementation timeline
- Address any technical concerns or integration questions
- Establish clear success metrics for your team

Learn how top teams are implementing these strategies to drive consistent growth and predictable revenue.

[\*\*BOOK MY REALSCOUT STRATEGY SESSION\*\*](#)



# Bonus: Smart List Strategy

For maximum conversion, create these Smart Lists in Follow Up Boss:

- 1 Immediate Response Required:** People who have sent messages or requested valuations
- 2 High Intent Buyers:** People who have viewed properties 3+ times or saved propertiesd valuations
- 3 Active Market Researchers:** People viewing market activity reports or home value alerts
- 4 Follow-Up Pending:** Active leads you haven't been able to reach yet

## Pro Tip:

Assign specific team members to monitor each Smart List for consistent follow-up and higher conversion rates.

## For maximum conversion, create these Smart Lists in Follow Up Boss:

Your database isn't just a list of contacts—it's your greatest asset and the key to sustainable growth.

These six automations represent the systematic approach that high-performance teams use to never miss an opportunity. By implementing them, you're not just responding to signals—you're creating a scalable, predictable revenue machine.