

FREQUENTLY ASKED QUESTIONS

Follow Up 101

Interested in learning more about Follow Up? Here are tips, answers to some of the commonly asked questions, and more.

What is the Follow Up program?

The new Follow Up program allows agents to quickly send a hand-stamped note card to anyone who enters their key code on the Home Estimate landing page as an easy way to follow up.

How does it work?

Agents will receive an alert via email. The email/text will include a link to order the note card. Within a few clicks, a note card with professionally-written copy—intended to prompt a conversation—will be immediately sent via first-class mail. Agents can choose from three different note cards/messages.

How much does it cost?

This turnkey service includes monitoring, printing, postage, and shipping to each Follow Up note card for \$5.

Can I send the note card to any person in my farm(s) even though they haven't checked their home estimate?

Yes! Although Corefact will alert agents each time someone interacts with their Home Estimate landing page, agents can individually select any of their contacts to receive a Follow Up note card. Just go to the contacts dashboard and click on any contact to start the Follow Up note card ordering process.

What if I have people in my farm that haven't checked their home estimate? Can I still send them a Follow Up note card?

Yes. You can send a Follow Up note card to anyone in your contact list.

Can I send it to someone outside my farm?

Yes. You will need to add them as a new contact. And then follow the process as noted above.

What's the turnaround time?

It takes two business days to produce the note card then two – five business days for transit, depending on your location.

What if I have my own template note card?

As of now, you can only use the Corefact template note cards.

Can I send a Follow Up note card to my entire list?

It is not possible to send a Follow Up note card to your entire list. Each Follow Up note card must be sent per contact.

Can I change the copy on the card?

The copy cannot be edited at this time. The Follow Up program was designed to be a fast way to quickly follow-up with your leads. The copy is professionally-written and meant to generate a conversation with your potential seller.