

# YOUR NEXT DEAL IS ALREADY IN YOUR CRM.

## DEAD LIST REACTIVATION SYSTEM

*You stopped calling because you ran out of bandwidth.  
They didn't stop needing to sell.*



This system works your dead list in an afternoon and hands you qualified callbacks without buying a single new contact. Five steps. AI does the heavy lifting. You close the deals.

Every section answers the same three questions: what do I do, what do I say to AI, what does AI hand back to me. No theory. No preamble. Pick it up and run.

STEP ONE

# Pull and Segment Your Dead List

WHAT YOU DO

Export every lead with zero activity in the last 90+ days. Filter by last contact date. Sort into three buckets.

BUCKET	LAST CONTACT	WHY IT MATTERS	PRIORITY
A	90 – 180 days	Still motivated. Dropped from bandwidth, not disinterest.	Highest
B	181 – 365 days	Season may have reset their situation	High
C	12 – 24 months	Life changes. Market changes. Worth one shot.	One attempt

FIELDS TO PULL FOR EACH LEAD

Name · Phone / email · Property address · Last contact date · Last disposition note · Any price or timeline captured at first contact

**NOTE** No disposition notes in your CRM? Use "unknown." The scoring prompt in Step 2 still works. Don't let missing data stop you from pulling the list.

**WHAT YOU HAVE AT THE END**  
A segmented export: name, phone, property, last contact date, bucket (A/B/C), and whatever notes exist. CSV or Google Sheets. You're handing this to AI in the next step.

## STEP TWO

# AI-Assisted Lead Scoring

### WHAT YOU DO

Paste your list into the prompt below. AI scores each lead 1–3 and ranks your call order. You don't reach out to everyone. You reach out to the right ones first.

### WHAT AI HANDS BACK

A ranked contact list with a suggested opening line per lead. Review the output. Override any score where you have context the notes don't capture. Cut anyone with a hard no. Don't waste touches.

### WHAT YOU DO WITH IT

Sort descending by score. That's your call order. Score 3s get calls. Score 2s get texts. Score 1s get one email, then archived.

### AI PROMPT – COPY & PASTE

### COPY EXACTLY

I have a list of dead seller leads from my fix-and-flip business that I stopped contacting. Score each lead for reactivation priority.

Score 3 (Call First): Disposition suggests motivation was real but timing was wrong – "not ready yet," "needs 3 months," "waiting on probate," "thinking about it." Last contact 90–365 days ago.

Score 2 (Call Second): Disposition unclear or missing. Lead went cold without a hard no. Any bucket.

Score 1 (Text/Email Only): Hard objections noted – "wants retail," "listed with agent," "not selling" – OR last contact over 18 months ago with no notes.

Here is my lead data:

[PASTE YOUR LEAD DATA HERE – name, address, last contact, notes]

Return: Name | Address | Score | One-line reason | Suggested opening line

# The Reactivation Outreach Sequence

## 3 Score 3 Leads — Warm Calls First

Run by score. Don't improvise timing — inconsistency is why reactivation fails. Motivation was real. They just needed time you didn't have.

**D1**

CALL

PHONE CALL

Call at 10am or 2pm local time, Tuesday through Thursday. Do not leave a voicemail on the first attempt. If no answer, go to Day 2.

If they pick up:

*"Hey [Name], it's [Your Name] — we talked about [address] back in [month]. I know it's been a while. Still thinking about that property at all, or did you move in a different direction?"*

Shut up. Let them respond. Two outcomes: interested → Step 4. Hard no → archive.

**D2**

TEXT

SMS

*Hey [Name] — [Your Name] here. We spoke about [address] a while back. Reaching back out — still any interest in selling, or has your situation changed? No pressure either way.*

Send at 10am. Do not follow up same day.

**D4**

VM

VOICEMAIL

*"Hey [Name], [Your Name] calling again about [address]. Nothing urgent — just wanted to touch base since we hadn't talked in a while. Give me a call back when you get a chance. [Phone number]. Thanks."*

Under 20 seconds. Flat tone. Not salesy.

**D7**

FINAL

SMS - FINAL

*[Name] — last reach out on [address]. If the timing isn't right, totally understand. If anything changes on your end, I'm still interested. [Your Name] [Phone]*

Archive after Day 7. No further sequence.

## 2 Score 2 Leads — Text-First Sequence

No clean notes. No hard no. Worth a few touches.

**D1**

TEXT

SMS

*Hey [Name] — [Your Name], we connected a while back about [address]. Checking in to see if anything's changed on your end. Still looking at options for the property?*

**D4**

TEXT

SMS

*[Name] — [Your Name] again. I know the timing wasn't right before. If that's shifted at all, happy to take another look. No rush.*

**D8**

FINAL

SMS - FINAL

*Last message from me on [address]. If you ever want to revisit, my number's here. Good luck with whatever direction you go. [Your Name]*

Archive after Day 8 with no response.

# 1 Score 1 Leads – Email Only

One shot. If no response, they're done.

GENERATE EACH EMAIL WITH THIS PROMPT

AI PROMPT – EMAIL GENERATOR

COPY EXACTLY

Write a single reactivation email for a fix-and-flip seller lead who went cold.

Name: [Name]

Property: [Address]

Last contact: [Month/Year]

Disposition: [Notes, or "unknown"]

My name: [Your Name]

My company: [Company name if applicable]

Requirements:

- Under 100 words
- No hype, no pitch, no urgency language
- Open with acknowledgment that it's been a while
- One soft ask: are they still considering selling?
- Plain text format – no HTML, no bullets
- Sign off with name and phone number only

Return only the email body. No subject line. No explanation.

Subject line for all Score 1 emails:

Checking in – [Address]

Send once. No follow-up. Archive.

# Handle Responses and Route Back to Active Pipeline

When a dead lead responds, your job is qualification, not celebration. Half of what comes back will be soft curiosity, not motivation. Sort fast.

## 1 "What's changed since we last talked?"

You want to hear: job change, divorce, estate, financial pressure, relocation. These are real. "Just wanted to check in" is not. Probe one level deeper if the answer is vague.

## 2 "If the number worked, what would your timeline look like?"

A motivated seller has a timeline. An unmotivated one says "flexible" or "no rush." Both are fine. Log it and route accordingly. Don't disqualify on a long timeline alone.

## 3 "Is anyone else involved in the decision on the property?"

Spouse, estate attorney, partner, lien holder. Find out before you spend time building an offer. One surprise third party has killed more deals than bad numbers.

### ROUTE BASED ON WHAT YOU HEAR

WHAT YOU HEAR	ROUTE	NEXT ACTION
Motivated + timeline under 90 days	Active Pipeline — Priority	Follow up within 24 hours
Motivated + timeline 90–180 days	Active Pipeline — Scheduled	Set a specific callback date
Curious / soft motivation	Nurture Bucket	Quarterly touch, no active pursuit
Hard no or unfixable situation	Archive	Note reason, do not re-queue

**CRM** Log every response immediately. A reactivated lead that sits in your inbox for 48 hours is a dead lead again. Route it before you close the call.

## STEP FIVE

# Make This a Quarterly System

One cleanup is not a system. Run this every 90 days and your dead list never grows past one quarter of age.

### QUARTERLY TRIGGER – SET THIS NOW

Recurring calendar reminder, first Monday of each quarter: January, April, July, October.

Label: "Dead List Pull – 90-Day Reactivation"

### WHAT YOU DO THAT MORNING (45 MINUTES)

Pull every lead that hit 90 days of inactivity since your last run. **(15 min)**

Run the AI scoring prompt from Step 2. **(10 min)**

Build your call/text/email queue for the week. **(10 min)**

Block 2 hours on Thursday for outreach execution. **(5 min)**

Log how many responses came from last quarter's run. **(5 min)**

### QUARTERLY PERFORMANCE CHECK – AI PROMPT

#### AI PROMPT – PERFORMANCE ANALYSIS

RUN QUARTERLY

I ran a dead list reactivation campaign this quarter. Help me analyze what worked.

Leads contacted: [Number]

Responses received: [Number]

Qualified leads: [Number]

Deals closed or in pipeline: [Number]

Average lead age at reactivation: [Months]

Which bucket (90-180 days, 181-365 days, 12-24 months) had the best response rate based on this data?

Return:

- 3-bullet summary
- One recommendation for next quarter's outreach timing
- One recommendation for scoring adjustment

**KPI** The only number that matters quarter over quarter: cost per reactivated deal vs. cost per acquired deal from new leads. It almost always is lower. The dead list is your cheapest pipeline.

THE GAP THIS LEAVES OPEN

## This system ran manually. You felt every hour of it.

You now know exactly how much time it takes to score a list, build a sequence, execute outreach, qualify callbacks, and log dispositions. Multiply that across four quarters.

That's the real cost of a dead list: not the leads you're losing, but the hours it takes to get them back.

That cost has a name. And a ceiling.

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