RealScout

Showing Request

The Agent's Guide to Database-Driven Production

Engaged Contact

How to turn real client language into better alerts, spot who's heating up, and enrich missing data so you can follow up with confidence

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What's inside:

- Why your database is either an asset or a graveyard
- The three-bucket database audit
- How Contact Enrichment fills the gaps
- How Scout Score shows you who's ready
- Five complete workflows: Ghosts to Zombies to Slow Burners
- Your 30-day database revival plan

Quick read (~12 minutes)

Home

Before we dive in

Your database is either making you money or wasting your time. The difference isn't more leads—it's knowing WHO to call, HOW to reach them, and WHEN they're ready.

Most agents spend thousands on Zillow leads while $50K+ in commissions sits in their CRM. The contacts are there. The opportunity is there. What's missing is the system to work them consistently.

This playbook shows you how to use RealScout's Scout Score and Contact Enrichment to perform database CPR: **Categorize** your contacts, **Prioritize** who needs attention, and **Resurrect** dead leads into closed deals.

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Diagnose your database: The three-bucket audit

Goal: Sort your contacts so your time goes to the right people.

Every contact in your database falls into one of three buckets. You're probably treating them all the same—which is why none of them are converting.

The Three Buckets

BUCKET 1: Ghosts (No activity in 6+ months)
- Never opened an email
- Never logged into your portal
- No CRM activity recorded
- The problem: You can't resurrect a lead you can't contact

BUCKET 2: Zombies (Opened once, then vanished)
- Showed signs of life, then disappeared
- Last activity 6+ months ago
- No response to last 3+ touchpoints
- The problem: They're interested but forgot you exist

BUCKET 3: Slow Burners (Active but not ready)
- Opening emails consistently
- Portal logins happening
- Just not ready to transact yet

The problem: You're ignoring warm leads pretending to be cold

Do this now

☐ Open your CRM or RealScout dashboard

☐ Sort contacts by last activity date

☐ Count how many have ZERO activity in 6+ months (your Ghosts)

☐ Identify 10-20 contacts who ARE opening emails but not responding (your Slow Burners)

☐ Note how many are missing phone numbers or addresses (we'll fix this next)

Fill in the gaps with Contact Enrichment

Goal: Make follow-up possible by completing missing contact data.

The brutal truth

You found a warm lead with no phone number? That's like finding money and setting it on fire. Missing addresses? You can't send Home Value Alerts—one of the highest-converting seller tools. Outdated email that bounces? That Ghost might not be dead; they just changed jobs.

Contact Enrichment fixes this while you sleep.

How Contact Enrichment works

Contact Enrichment automatically fills in missing contact information using public records and MLS data:

- **Phone numbers** → Multi-channel outreach (call, text, email)
- **Email addresses** → Re-engage contacts with bounced emails
- **Home addresses** → Unlock Home Value Alerts for seller nurture
- **Owner/renter status** → Prioritize actual homeowners
- **Length of residence** → Identify potential sellers (15+ years = warm lead)

Where to find it in RealScout

1. Navigate to any contact profile in your RealScout dashboard
2. Look for the **"Enrich Contact"** button in the contact details
3. Review the suggested data (RealScout shows you what it found)
4. Accept the data you want to add
5. The contact profile updates automatically

> **Pro tip:** Use Contact Enrichment BEFORE launching any outreach campaign. Clean data = better result

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Know who's ready with Scout Score

Goal: Stop guessing who to call today.

The problem Scout Score solves

You have 500 contacts in your database. Your live feed shows someone viewed a listing at 2am, another opened an email, someone else favorited a home. But what does it all mean? Who should you actually call today?

Scout Score answers that question.

It's Monday morning. You open your RealScout dashboard. Scout Score shows you: *"Sarah jumped from a 35 to a 72 this week—she's been viewing listings daily and checked her home value twice."* That's your call. That's your deal.

How Scout Score works

Scout Score is an engagement metric based on RealScout activity:

- Email opens and clicks
- Portal logins and listing views
- Home Value Alert engagement
- Search alert interactions
- Property favoriting and sharing

The score updates nightly and after major actions, giving you per-contact intelligence instead of per-activity chaos.

The three priority lists that change everything

1. Most Active Contacts → Your Monday morning call list

Shows your top engaged contacts over the last 7, 30, or 90 days. These are the people heating up right now who deserve your immediate attention.

Real scenario: Sarah was at a 35 two weeks ago. This week she jumped to 72. She's viewed 12 listings, logged into the portal 5 times, and opened every email you sent.

What to say: "*Hey Sarah, noticed you've been really active on the portal this week—saw you looking at several homes in Riverside. Want to talk about what you're seeing*?"

2. Re-Engaging Contacts → Catch warming leads before they ghost

Identifies contacts who were cold but are now showing activity again. You've been emailing them for six months with no response—now they're back viewing listings. This is the critical moment to reach out.

Real scenario: Zombie lead from 8 months ago (score was 15) suddenly viewing multiple listings over 3 days (score jumps to 48).

What to say: "*Noticed you're back looking at homes in the area. Has something changed with your timeline? Would love to catch up.*"

3. Slipping Away → Save hot leads before they cool off

Flags contacts who were previously very active but are declining in engagement. Intervene before they go cold and end up working with another agent.

Real scenario: Hot buyer couple was at an 85 (viewing 20+ homes over 3 weeks), but dropped to 52 in the past week.

What to say: "*Hey, I haven't seen you as active on the portal lately—just wanted to check in and make sure we're still on the right track. Everything okay?*"

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The five database CPR workflows

Goal: Put Scout Score and Contact Enrichment to work together.

Each workflow shows you the complete process from diagnosis to outreach, with real scripts you can use today.

WORKFLOW 1: Reviving Ghosts

No activity in 6+ months | Scout Score under 20

The problem: These contacts might be dead leads, or they might just need permission to opt out. Either way, you need to clean your list.

Step 1: Use Scout Score to identify contacts with a score under 20

Step 2: Run Contact Enrichment on these contacts to fill missing phone/email/address data

Step 3: Send a breakup email (link to breakup PDF)

Step 4: Monitor Scout Score changes—who responds?

The result: Half your Ghosts will unsubscribe (good—they were dead weight). The other half will suddenly remember you exist and re-engage.

Workflow 1

WORKFLOW 2: Warming Zombies

Opened once, then vanished | Scout Score 20-40

The problem: They showed interest once but stopped engaging. You need to deliver pure value with zero selling.

Step 1: Scout Score identifies contacts in the 20-40 range

Step 2: Check Contact Enrichment for complete home address

Step 3: If they're homeowners, set up a Home Value Alert in RealScout

Step 4: Send a hyper-local value email using their enriched address data

Copy-and-paste script

Subject: Market update for [Their Street]
Body: Hey [Name], I noticed you were interested in [neighborhood] a while back. Just pulled recent sales comps for your street—the average sold price is up 8% this quarter, and days on market dropped from 45 to 28. Thought you'd want to see what's happening in your area, even if you're not actively looking right now. [Link to RealScout Home Value Alert signup or market report] Let me know if you want me to keep you updated on what's selling near you. [Your Name]

The result: You're providing neighborhood-specific value without asking for anything. They remember you're the local expert.

Workflow 2

WORKFLOW 3: Converting Slow Burners

Active but not transacting | Scout Score 40-70+

The problem: These contacts are consistently engaging—opening emails, logging into your portal, viewing listings. They're interested but haven't reached out. You need personal outreach that references their specific behavior.

Step 1: Scout Score shows contacts with consistent 40-70+ scores

Step 2: Use Contact Enrichment to ensure you have complete phone + email

Step 3: Personal outreach (call or text) referencing their portal activity

Step 4: Offer to refine their search or schedule showings

Copy-and-paste script

Text or voicemail: Hey [Name], this is [Your Name] with [Brokerage]. I noticed you've been pretty active on the portal this week—saw you viewed about a dozen listings in Riverside. Just wanted to reach out and see if you want to chat about what you're seeing. Are you finding homes that match what you're looking for, or should we tighten up the search criteria? Either way, happy to help.

The result: You're responding to behavior, not randomly "checking in." They know you're paying attention.

Workflow 3

WORKFLOW 4: Protecting Hot Leads

Slipping Away alert triggered | Scout Score dropped 20+ points

The problem: A previously hot lead has suddenly gone quiet. You need to intervene immediately before they ghost completely or start working with another agent.

Step 1: Scout Score flags a contact whose score dropped significantly (e.g., from 75 to 50)

Step 2: Check Contact Enrichment for all contact methods (phone, email, text)

Step 3: Immediate personal outreach via multiple channels same day

Step 4: Identify why they cooled off and re-engage

Copy-and-paste script

Call/Text: Hey [Name], I noticed you haven't been as active on the portal lately and wanted to make sure everything's okay. I know we were looking pretty seriously a couple weeks ago—has something changed, or did we just not find the right fit yet? No pressure at all, just wanted to check in and make sure we're still on track.

The result: You catch them before they disappear completely. Often they're just overwhelmed or discouraged—a personal touch brings them back.

Workflow 4

WORKFLOW 5: Mass Database Cleanup Campaign

The problem: Your entire database needs CPR—incomplete data, unclear priorities, no consistent follow-up system.

The 2-week intensive cleanup plan:

WEEK 1: Data Enrichment Blitz
- Day 1-2: Export all contacts with incomplete data (missing phone, email, or address)
- Day 3-4: Run Contact Enrichment on full export list in RealScout
- Day 5: Review and accept enrichment suggestions
- Weekend: Set up Home Value Alerts for all newly enriched homeowner addresses

WEEK 2: Segmented Outreach
- Day 1: Use Scout Score to segment contacts into Ghosts/Zombies/Slow Burners
- Day 2-3: Deploy breakup emails to Ghosts (under 20 score)
- Day 4-5: Send value-based emails to Zombies (20-40 score)
- Weekend: Personal outreach to top 20 Slow Burners (40+ score)

The result: Your database goes from dead weight to organized pipeline in two weeks.

Workflow 5

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Your daily and weekly rhythm

Goal: Make database work sustainable—not another thing that falls off your to-do list.

Daily (5-10 minutes)

Morning routine:

1. Open RealScout dashboard
2. Check Scout Score "Most Active" list
3. Identify 3-5 contacts who need calls today
4. Make those calls before 10am

Evening check:

1. Review which alerts fired
2. Note who opened/clicked
3. Flag anyone for tomorrow's follow-up

Weekly (30-60 minutes)

Monday Morning (30 min):

- Review Scout Score "Re-Engaging" list
- Set up new alerts for last week's consultations
- Plan week's priority outreach

Wednesday (15 min):

- Check Scout Score engagement trends
- Adjust any underperforming alerts
- Send value emails to warming Zombies

Friday (15 min):

- Review "Slipping Away" alerts
- Intervention outreach for cooling leads
- Prep next week's call list

Common pitfall: Trying to work your entire database at once. Top teams focus on 50-100 high-priority contacts and let automation handle the rest.

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The real ROI of database work

Goal: Understand what success looks like in dollars and deals.

What teams see in 90 days

When teams implement Scout Score + Contact Enrichment consistently:

Time investment: 2 hours per week (mostly front-loaded in weeks 1-2)

Tool cost: Included in RealScout platform Total

90-day investment: ~24 hours of work

Results in 90 days:

- 12.5% of database starts actively messaging with questions
- 35-50% increase in database-sourced appointments
- 3-5 closed transactions directly from database revival
- $75K-150K in GCI from leads you already owned

The Monday morning commitment

Top teams block 2 hours every Monday for database work. Non-negotiable. One team attributes $400K annually to Monday mornings.

What happens in those 2 hours:

- Review Scout Score priority lists
- Make 10-15 calls to high-scored contacts
- Set up new alerts for recent consultations
- Adjust automation based on engagement data

The bottom line: You can keep feeding the Zillow machine, or you can work the database you already own and actually keep the money.

STEP 7 - PUT IT INTO ACTION

Your 30-day database revival plan

Now that you understand the system, here's exactly how to implement it.

WEEK 1: Enrichment Blitz
□ Complete your three-bucket audit (Ghosts/Zombies/Slow Burners)
□ Run Contact Enrichment on contacts missing phone/email/address
□ Send breakup emails to all Ghosts (Scout Score under 20)
□ Set up Home Value Alerts for newly enriched homeowner addresses

WEEK 2: Scout Score Setup
□ Familiarize yourself with the three Scout Score priority lists
□ Add Scout Score dashboard review to your morning routine
□ Set up 3 behavior-based follow-up workflows (one for each bucket)
□ Test messaging and refine based on responses

WEEK 3: Targeted Outreach
□ Call your top 50 highest-scored contacts (Slow Burners 40+)
□ Reference specific portal activity: "Saw you viewed 12 listings..."
□ Personal touch on your warmest leads
□ Deploy value-based emails to Zombies (Scout Score 20-40)

WEEK 4: Measure & Optimize
□ Track engagement rate changes and Scout Score movement
□ Watch for replies, portal logins, and inbound calls □ Identify what's working (more of that)
□ Identify what's not (stop or adjust)
□ Commit to your Monday morning routine going forward

Conclusion

Your database is either an asset or a graveyard. The difference is whether you can reach people (Contact Enrichment), know who to prioritize (Scout Score), and automate the boring stuff (RealScout platform).

Most agents don't have a lead problem—they have a follow-up problem. Scout Score and Contact Enrichment solve that by turning your database into an intelligent system that tells you exactly who needs attention and gives you the data to actually reach them.

Your next three to five deals are already in your database. You already paid for them. Stop buying new leads until you've worked the ones you have.

Need help getting started?

Schedule a demo at realscout.com/demo

Questions? Contact your RealScout account manager or email support@realscout.com