



# THE EXPERT GUIDE TO CONTACTING & CONVERTING MORE LEADS





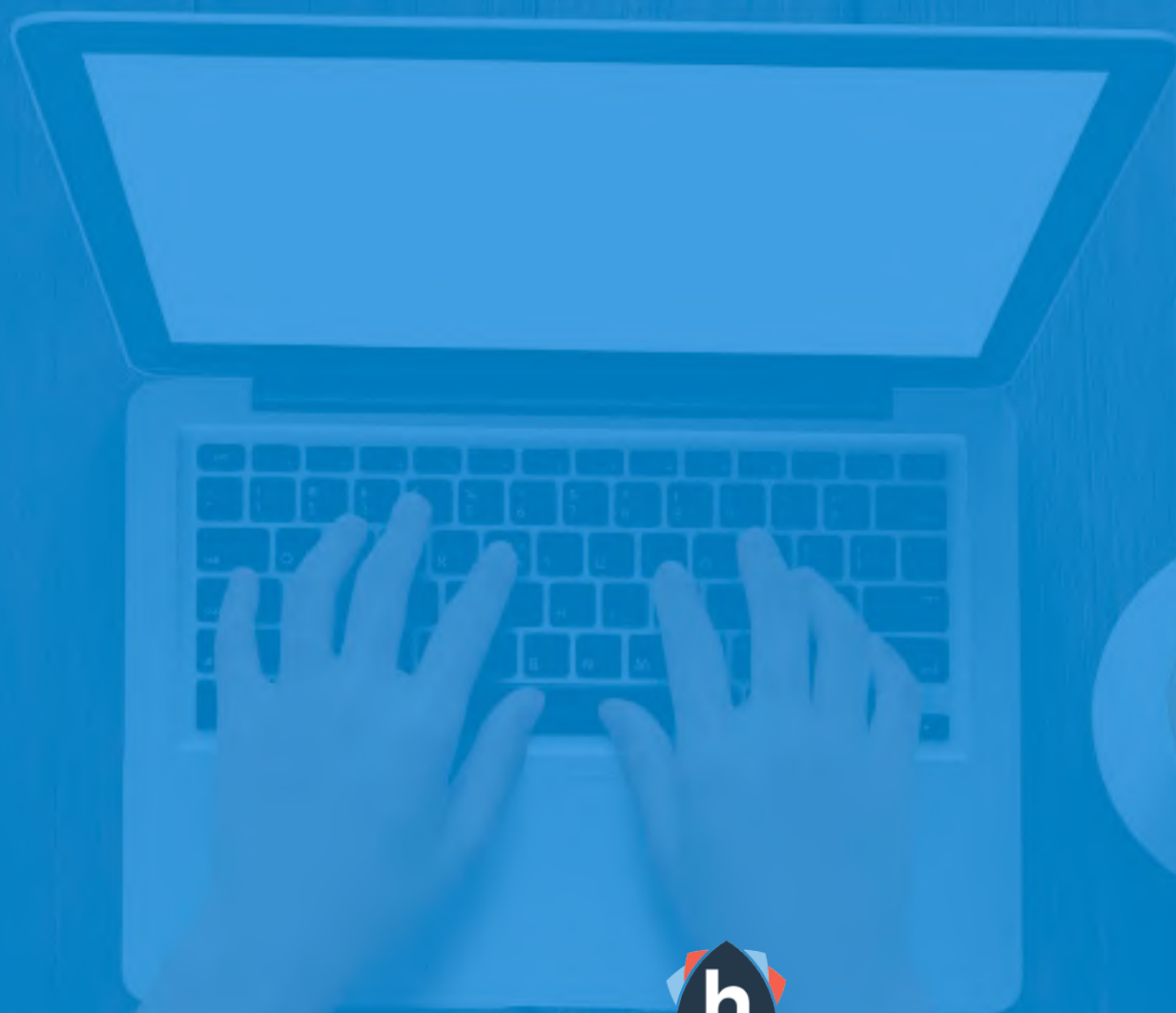
# TABLE OF CONTENTS

REACHING OUT TO YOUR LEADS	PAGE 4
GIVING YOUR CUSTOMERS ANSWERS	PAGE 11
ASKING QUESTIONS	PAGE 13
NURTURING YOUR CLIENTS' NEEDS	PAGE 16
USING A CUSTOMER RESOURCE MANAGEMENT TOOL	PAGE 19
KEEPING YOUR PIPELINE FULL	PAGE 22
SOURCES	PAGE 23





Reach Out ASAP





The fool proof way to sell more houses is to use the best and most reliable strategies for contacting your leads. Check out some tips from the experts on how you can start converting more of your leads into sales.



#### FUN FACT:

Did you know that the first agent to make contact is 238% more likely to convert into a lead?

## PART 1: REACH OUT ASAP

As soon as you get a lead notification – move quickly. **Your goal is to be the first agent your lead talks to.**

# WITHIN THE FIRST MINUTES...

## SEND A TEXT

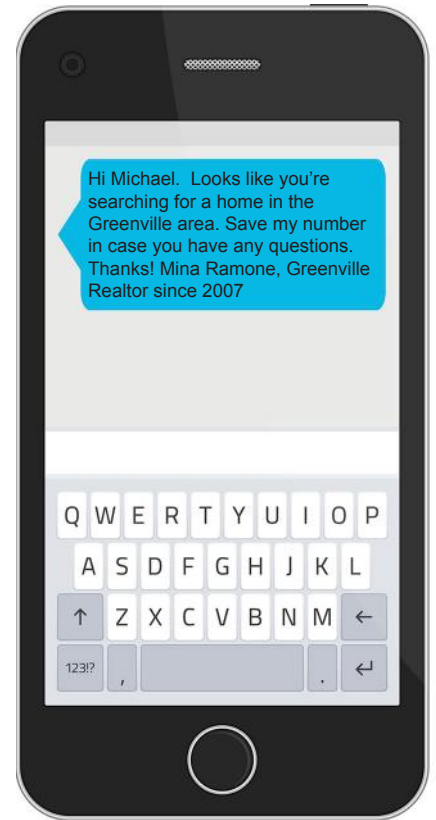
Introduce yourself! Reference relevant information based on what your lead is searching for. Suggest that your lead save your contact info in case they have any follow up questions.

**Your first text should be brief and non-intrusive, while letting them know you're there and prepared.**

## SEND A FACEBOOK MESSAGE

Your message content should be similar to your text message. Make sure to send the message from your Facebook business page, not your personal page.

*Note: This method should only be used if the lead submitted their contact info through Facebook.*

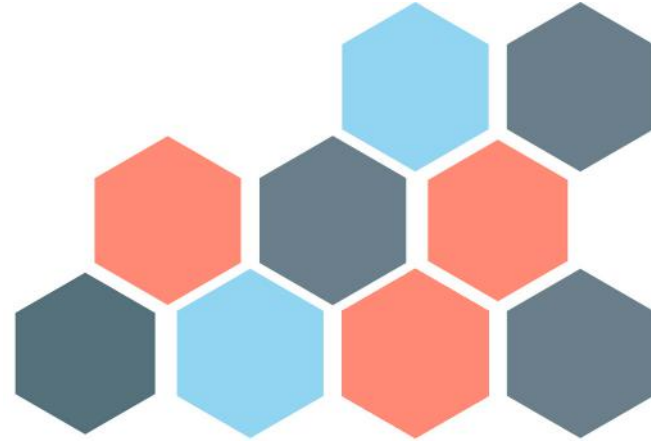


### FUN FACT:

29% of buyers claim they prefer texts over other forms of communication, but only 5% percent of agents communicate by text message.

# WITHIN THE FIRST HOUR...

## MAKE A CALL



### USE THIS TIME TO BUILD RAPPORT

Let them know they can use you as a resource. Establish yourself as knowledgeable in the industry and an expert in your area. Your goal is to get them to come back to you when they need your expertise.

### UNCOVER WHERE THEY ARE IN THEIR JOURNEY

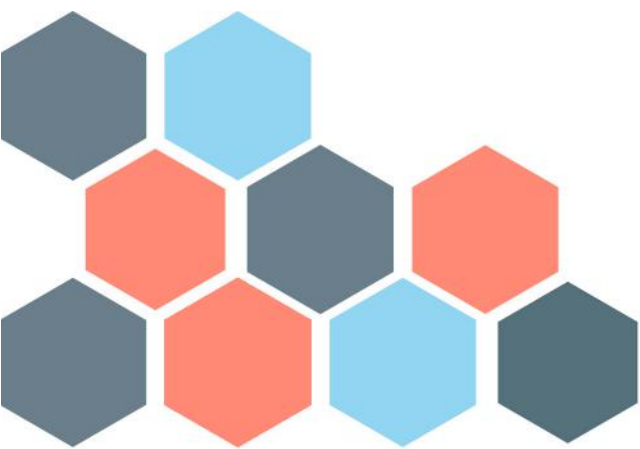
They're probably not looking to buy a home that day or even that month. Chances are they're in the "research" stage, which can last for around 7 months.

### SET EXPECTATIONS

Based on where they are, tell them specifically what they can count on from you. Maybe it's a follow-up call with an answer to a question, or regular emails when new listings become available. Be transparent and let them know when they'll be hearing from you next.

### SET UP FOR COMMUNICATION SUCCESS

Ask their best method of contact: text, call, email, or social media message. Note their preferred mode of communication so that you can (1) meet their needs and (2) better reach them.





## WITHIN THE FIRST 4 HOURS...

If your lead is still in the “online research phrase” - they are more likely to communicate via web or email vs call or text.<sup>1</sup>



### SEND AN EMAIL

#### RECAP IF YOU CONNECTED BY PHONE

Give a rundown of their touch points to demonstrate you were listening. **Make them feel heard.**

## PACK A PUNCH STARTING WITH THE SUBJECT LINE

If you didn't previously connect by phone— this part is especially important. The subject line itself may be the sole reason a person chooses to open an email or skip it. The subject line should inspire, intrigue or include specific information. For example:

**“Your Future Home at 58 Cherry Street: Contact Me for a Showing!”  
Or “First to Know: Open House at 47 Ocean Ave”**

This type of alluring subject line is possible if you are privy to the information your lead is seeking. **Make sure to choose a lead company that uses a Lead Tracker.** That way, you can review your lead's home search queries and properties viewed. You will be able to capture your lead's attention and provide them with the very details you know they're curious about. With a client-agent relationship built on knowledge, your leads are more likely to convert.



# CALL TO ACTION

## UTILIZE A CALL-TO-ACTION (CTA) AT THE END OF YOUR EMAIL

A call to action is the “carrot” that compels your potential client to make another step. It clearly states what they should do once they finish reading your email. For example:

**“Search homes for sale here: [Link]”**

This call-to-action escorts your lead right to the next step. In lieu of closing your email and moving on— they advance with you instead.

**Bonus Tip: You will build rapport by using a call-to-action that is also a helpful tool (like a place to search for homes). This works better than the old “Call my cell as soon as you can!”**

*\*Note: Use a home search link that has some type of Lead Tracker. That way you can immediately gain more insight into their preferences and make it easier to take the next step to further assist them.*



# REACH OUT ON FACEBOOK

## SEND AN INVITE TO “LIKE” YOUR FACEBOOK BUSINESS PAGE

**According to a study, 61% of buyers used Facebook during their homebuying process in 2015.<sup>2</sup>**

Over the past two years that amount has likely even increased drastically, since Facebook continues to have record growth on a year-to-year basis! Once they like your page, you will have consistent opportunities to further engage from Facebook.

## SEND A FACEBOOK MESSAGE

This method of communication is most appropriate if your lead submitted his/her contact info through Facebook. Use a lead company that verifies leads through a Facebook login.





Give, Give, GIVE



homeasap™



## PART 2: GIVE, GIVE, GIVE

### REACH BACK OUT WITH ANSWERS

If your lead had any inquiries during your first correspondence, make sure to track down the answers ASAP and hand them over quickly. **This will help continue to build a relationship and get the ball rolling.**



#### FUN FACT:

**67%** of buyers will interview one agent before making their purchase.<sup>3</sup>

This means that if you're lucky enough to be the first agent to reach out, and you're helpful enough to answer their questions—your lead will likely stick with you until you're closing the deal together!

### PROVIDE TOOLS

Provide them with a link to your Featured Listings. Better yet, provide them with a link to a national MLS home search so they can search anywhere. **Don't limit your lead.**

Some agents think buyers will take the information and run with it. However, experienced agents have found that generosity will keep the lead coming back for more. **You want to be the resource they learn to rely on.**

### DON'T PUSH THE SALE YET

Just keep on giving and offering them something of value. Email, text, or call to provide them as much information as possible.

### SUGGESTIONS:

- 1) Notify them of a new listing in their preferred neighborhood.
- 2) Alert them of a price drop on a home they viewed online.





Ask And You  
Shall Receive



homeasap™



## PART 3: ASK AND YOU SHALL RECEIVE

### ASK CONVERSATIONAL QUESTIONS FIRST

Don't drill down on only the real estate questions. Get to know them a little by asking a few informal questions such as what they like to do for fun on the weekends or their favorite free-time hobbies.

**People are more comfortable answering informal questions in the beginning.** It can help establish a bond while also giving you some insight to the type of home they might love.

### REALLY LISTEN

Keep an open ear and write down their answers to your conversational questions. You can use it in later conversations. You'll definitely want to use it in finding the perfect home for them.

Maybe they mentioned they love boating – you might reach back out with a home you found by the water, or they stated they were passionate about hiking – you might seek and provide some homes you found near the best trails.



#### FUN FACT:

24% of agents said the top reason for agent satisfaction was because they listened to their needs. <sup>4</sup>

### HAVE A LIST OF REAL ESTATE RELATED QUESTIONS READY

Once you get past the conversation stage, be prepared with some more meaty home buying questions. Use your judgement on when to use them. Keep those questions in your back pocket for a follow-up correspondence. You might ask:

*"What are you looking for in a home?" "When are you looking to move by?" "What do you like and dislike about your current residence?" "Is this your first time buying or selling?"*

Of course, the answers to these questions are imperative in taking them to the next step.



## CLOSE WITH A CLOSE-ENDED QUESTION

This one's not for information-gathering purposes. It's a yes or no question that leads them into the next step. You might ask:

*"Can I send you the listings available in the Parker Elementary school zone?"*

*"Would you like to take a quiz on the perfect style home for your family?"*

Get them to start saying "yes."

If you're on the phone and your lead sounds agreeable or you're corresponding by email, go ahead and ask:

*"Would you like to visit the home on Lakeview Road you were interested in?"*

Their answer will help you gauge where they are in their customer journey. If they say yes—great!

**Face to face meetings lead to higher conversions.**







# Nurture Them Along The Way



homeasap™

## PART 4: NURTURE THEM ALONG THE WAY

By “nurturing” your lead, you meet their needs while staying present and available.

Once your lead gets further into their home search journey, they will:

- Escalate their information-gathering.
- Seek more specific information such as estimated taxes or neighborhood and school statistics.
- Now is the time to continuously and steadily provide this information to them.

### SHARE CONTENT VIA FACEBOOK

This is how Realtors stay prominent and encourage engagement. Here are just a few suggestions:

- Post helpful articles about the homebuying process
- Post inspirational images for home design techniques
- Share real estate news on housing prices or mortgage rates



Ideally, you'll do this at least 3-5x per week. Your leads will find this information beneficial and begin to view you as a savvy provider of useful tips that they return to frequently.

Facebook sharing also keeps you visible and connected. Your leads will feel compelled and comfortable enough to “Like” your posts without obligation.

Sometimes they'll comment or ask questions on your Facebook posts. It's a great way to socially continue the conversation throughout their home search process.

*Note: Some lead-provider companies will supply Realtors with professional content and graphics for use on Facebook. This is for Realtors who understand the benefit of nurturing their leads across all channels, but don't have the time to spend researching and marketing. Staying social is essential to the nurture process.*



## SEND LISTING ALERTS VIA EMAIL

When new properties become available in your lead's area of interest, go ahead and send the listings. Include pictures and pricing, the address and your contact information.

### **If you've already connected with your lead—**

You'll know which areas they're interested in. Send them corresponding information.

### **If you have not yet been able to connect with your lead—**

You may still have access to their home search information via your lead-provider.

Your lead-provider may also send automated listing alerts to your leads based on their search criteria. These alerts should include your picture and contact information as well.

## PROVIDE A LOCAL MARKET REPORT ON A MONTHLY BASIS

Your leads will appreciate these. Make sure to highlight your "just sold" homes to pique curiosity and build rapport. You can also cover events going on in the area, new businesses opening up, or service recommendations/information.

This may be the most time-consuming way to nurture your lead. Some brokerages will offer local marketing reports for their agents to send out.





Don't Do It Alone,  
Use a CRM



homeasap™



**FUN FACT:**  
70% of agents use a CRM<sup>5</sup>

## PART 5: USE A CRM

The home selling process takes time. As you go, your sales funnel will begin to fill with leads at different stages. To keep track of it all you'll want to use a CRM (customer relationship management system).

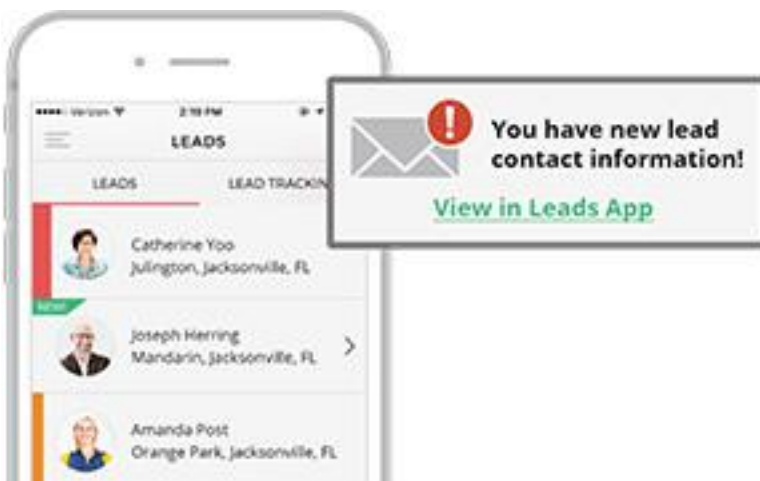
**A CRM will keep you organized and on track as you contact your leads using various methods.** Here's what you'll want to do:

### CATEGORIZE AND TAG YOUR LEADS

Your leads will be in different phases of their home search. You'll want to mark where they are. Tag your leads as either being "Research Stage," "Actively Looking," or "Ready to Buy." You can also rate your leads on a scale from "Cold" to "Hot." This way, you can easily work your leads based on their status.

### KEEP A BUYER PROFILE FOR EACH LEAD

Include their name, phone number and email address. It could also include a list of all homes they viewed, favorited or tagged online. Ideally it'll include a picture of the lead for easy recognition. This is supplied by select lead-provider companies.





## KEEP NOTES

As you gather information about each lead, you'll want to hold onto it in one spot. Use a "Notes" section for each lead and reference it when reaching out.

## HAVE A FOLLOW UP SYSTEM

Refer to the previous sections in this guide and apply the contact techniques according to your designated cold-to-hot lead categories. Set reminders for those action items based on the type of lead.

## USE YOUR CRM TO THE FULLEST

There are a few common CRM features designed specifically to convert leads. These include marketing, email and drip campaign tools. Agents who don't have the time or training to operate those features will ultimately convert less leads to sales.

Agents with higher conversions will use all of the tools available. Some agents find it worthwhile to train themselves to become experts using their preferred CRM. Others will use a lead provider that administers email campaigns and remarketing to leads on their behalf. Depending on which you choose you'll want to understand the full capacity of your CRM.





# Keep Your Pipeline Full



## PART 6: KEEP YOUR PIPELINE FULL

### FOLLOW-UP RESPONSE TIME IS KEY

As you bring in new leads, don't let others slip through the cracks! **Follow-up response time is key.** If a lead reaches back out to you, make sure to follow up immediately. Keep your pipeline full and your leads happy by responding as soon as possible.



#### FUN FACT:

The majority of buyers said single most important reason used when selecting an agent was:  
That agent was the “most responsive” <sup>6</sup>

### THINK LONG-TERM

Remember that the home search process could take about a year. **The process is a marathon not a race.** You can keep your leads coming back by not pushing an immediate sale. Make sure you're available to them throughout their entire journey!





# SOURCES

- 1 <http://www.marketleader.com/journey>
- 2 [http://www.car.org/3550/pdf/econpdfs/2015\\_Home\\_Buyer\\_Survey\\_-\\_Final\\_\(public\).pdf](http://www.car.org/3550/pdf/econpdfs/2015_Home_Buyer_Survey_-_Final_(public).pdf) (p. 50)
- 3 <https://www.nar.realtor/sites/default/files/Highlights-NAR-HBS-2013.pdf>
- 4 [http://www.car.org/3550/pdf/econpdfs/2015\\_Home\\_Buyer\\_Survey\\_-\\_Final\\_\(public\).pdf](http://www.car.org/3550/pdf/econpdfs/2015_Home_Buyer_Survey_-_Final_(public).pdf) p 76
- 5 <http://www.inman.com/wp-content/uploads/2015/05/Special-Report-CRMS.pdf> (p. 22)
- 6 [http://www.car.org/3550/pdf/econpdfs/2015\\_Home\\_Buyer\\_Survey\\_-\\_Final\\_\(public\).pdf](http://www.car.org/3550/pdf/econpdfs/2015_Home_Buyer_Survey_-_Final_(public).pdf) (p. 69)

## ABOUT HOMEASAP

HomeASAP is the leading provider of online marketing solutions for real estate professionals offering a broad portfolio of integrated applications and services to help connect homebuyers and sellers with agents.

Our mission is to positively impact the way real estate is bought and sold. We do this by empowering agents using innovative technology, while never forgetting that the focus of business isn't about technology, but rather, about people. We focus relentlessly on equipping individual agents with the solutions they need to succeed now, while ensuring their endless growth potential.

