

LEAD CONVERSION MASTERY



Presented by Leif Strahan
Manager, Client Success



Host

LEIF STRAHAN

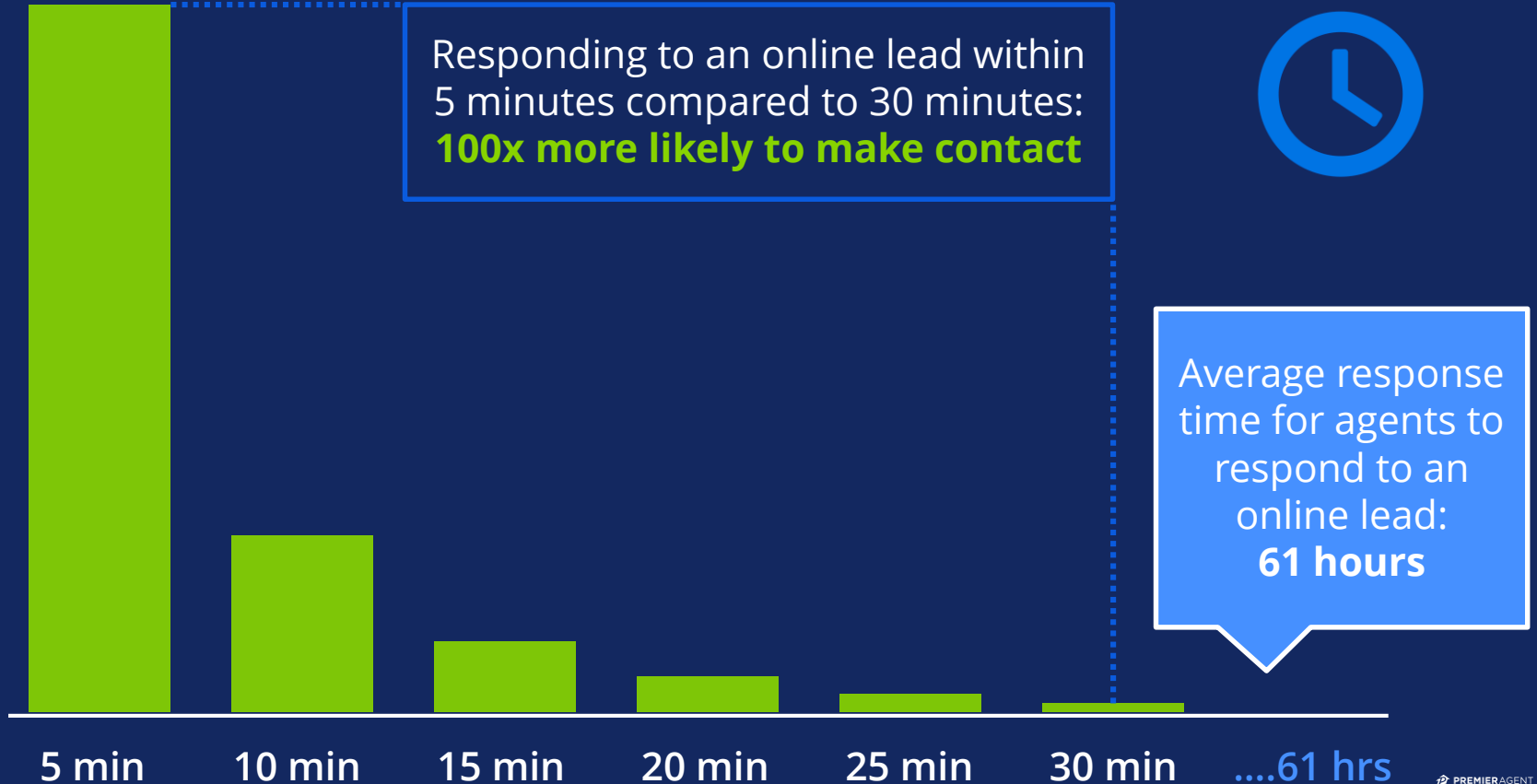
Manager, Client Success

Agenda

- ✓ Win more first conversations
- ✓ Segment leads for effective follow up
- ✓ Follow communication plan by segment
- ✓ Close more leads that are further from transacting

WINNING THE FIRST CONVERSATION

Speed to lead: minutes matter



Objectives of the first conversation



Exchange information



Answer their real estate questions



Understand how you can best provide support



Qualify the lead

Get the most out of LP MAMA

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Name	Date Received
<input type="text"/>	<input type="text"/>
Phone Number	Email Address
<input type="text"/>	<input type="text"/>
Lead Type	Agent
A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
Location	Price
Where are they looking to buy? <input type="text"/>	<input type="text"/>
Motivation	Why are they looking to buy?
What is their timeline? <input type="text"/>	<input type="text"/>
Appointment	Next Steps
What date and time is scheduled? <input type="text"/>	What are your action items? <input type="text"/>
Other Notes	
Anything else? <input type="text"/>	

*Available in
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Unpacking LPMAMA effectively

- Appointment: “Great, when do you want to see it”
- “What else would you like to see”
- Motivation: “What interests you about these properties”
- Nuanced conversations
- Agent / Agency: “Have you signed anything with another real estate professional”
- Mortgage: Avoid being “white noise”. Remember the buyers perspective.

LP MAMA guidelines

- **Be consultative:** give them what they want while gathering what you need
- **Be yourself:** Approach the call like a genuine conversation, not a script
- **Be efficient:** Everyone is busy, be considerate of their time
- **Be productive:** Get the information you need to constructively help your clients

INITIAL CONTACT STRATEGY

Point of Contact

- Concierge
 - Provides cost effective structural scale
 - Serves as a safety net in initial contact
 - Engagement is designed to live transfer partially screened consumer to the agent
 - Dynamic follow up – 7 days
 - Auto response- text and e-mail
 - Quick initial call
- Agent
 - LPMAM (Concierge asks for Agent)
 - Speed to lead and appointment are essential
 - Communication and follow up are based on segmentation
 - Accountable on conversion
 - Encourage engagement concurrent with Concierge – 10 day plan

SEGMENTING LEADS FOR EFFECTIVE FOLLOW-UP


Segmenting your leads allows you to:



Simplify the management of your lead data base



Customize your communication based on their readiness to work with you



Provide value to your clients at a frequency that mirrors their timeline



Effectively manage leads regardless of their timeline to transact



From earlier:

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A Leads

- **Timeline to transact: immediate, within the next 3 months**
- This person is ready to buy/sell/both
- They want help viewing properties, discussing a listing strategy, and preparing for a transaction
- They need support to take the next step in the purchase and/or sale process

0 1 2 3 4 5 6 7 8 9 10 11 12

Months

A Leads

- Email properties to view as necessary
- Schedule appointments to tour or list their home
- Connect with these leads often
- Use phone, text, email, social media, and face to face meetings to connect with A leads
- **Speak with them at least once a week**

B Leads

- **Timeline to transact: 3-6 months**
- This person sees homeownership as their eventual goal in the next year, but may have a rental lease or relocation plan
- They may simply lack the knowledge about the process to transact in the immediate three months



B Leads

- Nurture these leads with regular, automated messages or a drip campaign
- Drip campaigns include helpful insider knowledge for buyers and sellers about their market and community.
- Send new local listings as often as they like
- Confirm loan prequalification
- Confirm plan for listing home
- **Prioritize a personal call at least once a month to build rapport, identify urgency to buy or sell, and determine next steps to working together**

C Leads

- **Timeline to transact: 6-12+ months**
- This person has expressed an interest in buying or selling, but may lack definitive plans
- They may be uncertain about buying vs. renting
- They may not be ready to secure financing in the next six months







C Leads: Qualify them.

- C leads are primarily on drip campaigns
- Share any information that might impact their ability to secure a loan
- Give them options for lenders in the area
- **Prioritize a personal call at least once per quarter to build rapport, identify urgency to buy or sell, and determine if they should move to the A or B segments**

CLOSING MORE B & C LEADS

Keys to closing more B & C leads:

-  Establish credibility
-  Build trust and rapport
-  Provide value
-  Gauge interest

Establishing credibility



Demonstrate your expertise



Look the part

Differentiate yourself



Building rapport with FORD

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- Ask about their family, are they married?
- Do they have any kids?
- Any pets?

Building rapport with FORD

F
O
R
D



- What do they do for a living?
- How long have they been in that industry?
- What company do they work for?

Building rapport with FORD

F
O
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D



- What do they like to do for fun?
- What are their hobbies?
- What are their interests?

Building rapport with FORD

F
O
R
D



- What are their hopes for the future?
- Where do they see themselves in 10 years?

Provide value by being 4 experts in 1!



Be a neighborhood expert



Be a real estate expert



Be a negotiations expert



Be a process expert

3 Keys to gauging interest



1. Stay in touch

LP MAMA

2. Ask the tough questions



3. Determine next steps

Key takeaways

- ✔ Use LP MAMA in your initial conversation
- ✔ Segment leads based on timeline to transact
- ✔ Follow communication plan by segment
- ✔ Establish credibility, build rapport, provide value, and gauge interest through the lifecycle of each lead

Questions?

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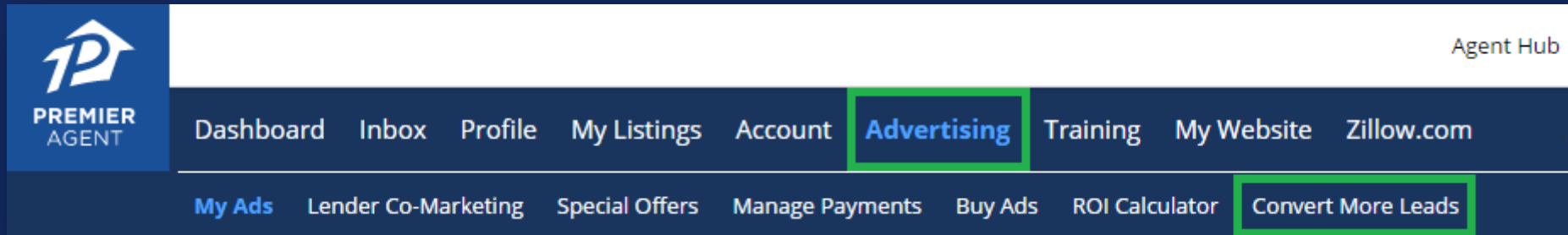


"Without conversion, everything else becomes irrelevant, and Accelerate ensures that we get the maximum benefit from the lead generation to us from our exposure on Zillow!"

Marty Rodriguez
Joe Atwal
Century 21
The Joe Atwal Team, Southlake, TX

Robert Slack
Robert Slack Fine Homes, LLC, Ocala FL

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“Accelerate has been a great resource for my business. After completing the program, **I've been busier than ever attending appointments** from Zillow leads and have a plan to scale my business to the next level!”

Marque Roybal
HOMEnet Real Estate



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Questions?

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