

Class #1: Real Estate and Today's Consumer

In the first class of the Lead Conversion series, we address how the industry and consumer have evolved, as well as how you can adapt by tailoring your follow-up method to become a trusted resource. We also covered some core principles to keep in mind when engaging with online leads, including specific strategies to help convert them into clients.

Consumer Timeline

Buying or selling, from initial research to closing, is a long process and can take about a year. It's important to remember this when working with contacts, especially those who may be in the beginning stages of their search.



Your Goal with New Leads

When you receive a new lead, your goal is not to find or sell them a home. *Your goal is to provide tools to supplement their search*, while the transaction is a byproduct of your service. Remember, most consumers are already visiting other real estate websites, so the faster you can engage them and establish yourself as a resource, the better.

The A.V.E.P. Approach

Sometimes seeing success with online leads is all about your mindset, which is why Aubie uses the A.V.E.P. method: Add Value, Eliminate Pressure. In order to do this, it's important to treat all leads equal, and with an open mind. Then you can add value and eliminate pressure, while building trust and rapport with your contacts.

Treat All Leads Equal

This is especially important, because you never know what sort of opportunity you have with each lead. In class, Aubie mentioned his mobile home lead, who turned out to also have a pricey piece of land to sell. If Aubie had treated her as a 'less important' lead early on, he may have missed out on that listing.

Add Value

You can add value in every communication you have with your leads. It's about responding quickly, answering questions, building trust, and always being aware of where they are in their timeline. A good example of adding value, is if you have a lead that indicated they were already working with another agent. Rather than letting your ego affect how you engage, simply answer questions, be of service, and move on.

Eliminate Pressure

Eliminating pressure is one of the most important elements of successful lead engagement. Try to avoid leading off with self-serving questions, such as "are you already working with an agent?" or "are you prequalified to buy?" While these are important questions, the goal is to answer their questions, build trust, and earn the right to ask these questions. Also, keep in mind asking too soon can sometimes be a little scary for a consumer, and could potentially prolong their timeline.

Leverage Technology

In today's industry, there's something to be said about letting technology work for you. This includes your Market Leader system, and all of the engagement tools that comes with it, including listing alerts to provide relevant content, reminders to ensure no one slips through the cracks. You can have all of your leads (including leads from Zillow, Trulia, Realtor.com, etc.) can flow into one powerful system, so you can engage them with Pro.

You can also take advantage of a few other technology platforms to make your day-to-day easier, and more effective.

Join.Me

Easy, free screen sharing software, so you can offer to look at homes together virtually. It's a great alternative to 'getting in the car' and makes contracts & paperwork easy too

Mighty Text

Send text messages from your computer. You can organize & keep track of text messages, and also sync messages with your smartphone!

Other Email Providers

Whenever you send an email from your Market Leader system, try getting into the habit of sending the same email from an external email such as Gmail, Hotmail, or Yahoo. This ensures your contacts here from you, even if the original email goes into their SPAM or junk folder.