

Grow Your Sphere of Influence

with Proven Lead Conversion Strategies

Presented By:  **Chime**

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Introduction

As a real estate agent, there are two basic paths you can take to grow your business. As a marketing professional, you can increase lead spend or change the lead source to generate more leads. As a sales professional, you can grow your business by improving conversions or by leveraging your existing sphere of influence.

However, both professional paths are not mutually exclusive: More leads increases the chance of more business, and more clients grows your sphere of influence. Whether you want more leads or better conversions, neither path is a walk in the park, and both paths require exploring new options, optimizing existing tools, perseverance, testing, and a dash of creativity.



“Depending on how you structure your business, between 65 and 80 percent of your income will come from your sphere of influence, so maximizing this resource is a no-brainer.”

NICK DREHER | MINDSET, METHODS AND METRICS



icon
COACHING

It's important to grow your sphere of influence -- after all 65 to 80 percent of your business will come from your SOI. Using authentic and proven lead follow-up strategies is the most cost-effective way to accomplish this goal.

The best lead conversion strategy is a cocktail of using the right touch methods (calls, texts, and emails), the right time to engage a lead, how to set appointments, and knowing when and how long to nurture a lead to build trust.

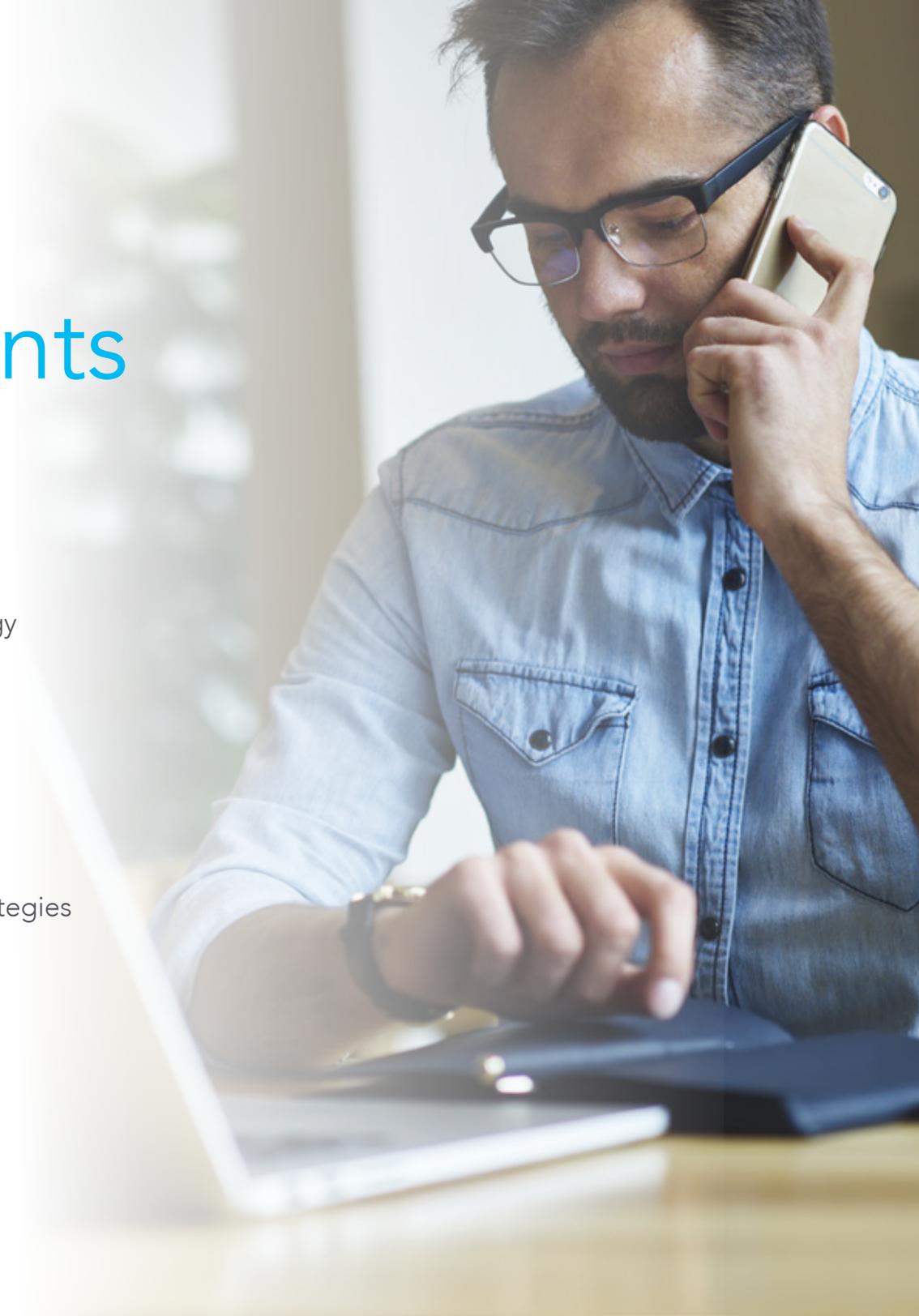
We put together a guide to help you understand, structure, and craft your best lead conversion strategy. You'll learn how to create a virtuous cycle of your most important asset by converting more leads from the first touch into sales.

"Through education comes trust, and through trust comes business. It might not be today, but at some point in the very near future."

SHON KOKOSZKA'S 20 POINT BUYER PRESENTATION

Table of Contents

- 05 **CHAPTER ONE**
Understanding the different touches
- 14 **CHAPTER TWO**
Structuring touches into an actionable strategy
- 24 **CHAPTER THREE**
Crafting your follow-up strategy
- 30 **CHAPTER FOUR**
Capitalizing on online leads
- 37 **FINAL THOUGHTS**
Using a CRM to run your lead conversion strategies

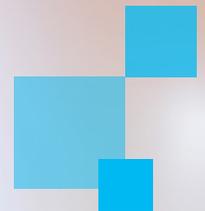


Understanding the different touches

You have three primary tools to execute your lead conversion strategy:

Calls, texts, and emails.

Regardless of the lead source — whether the lead is from a networking event, a listing portal, or purchased from your franchised or independent broker — the purpose of your three tools will remain the same. Knowing how to use each of your three tools is the cornerstone of your lead conversion strategy.





Phone Calls

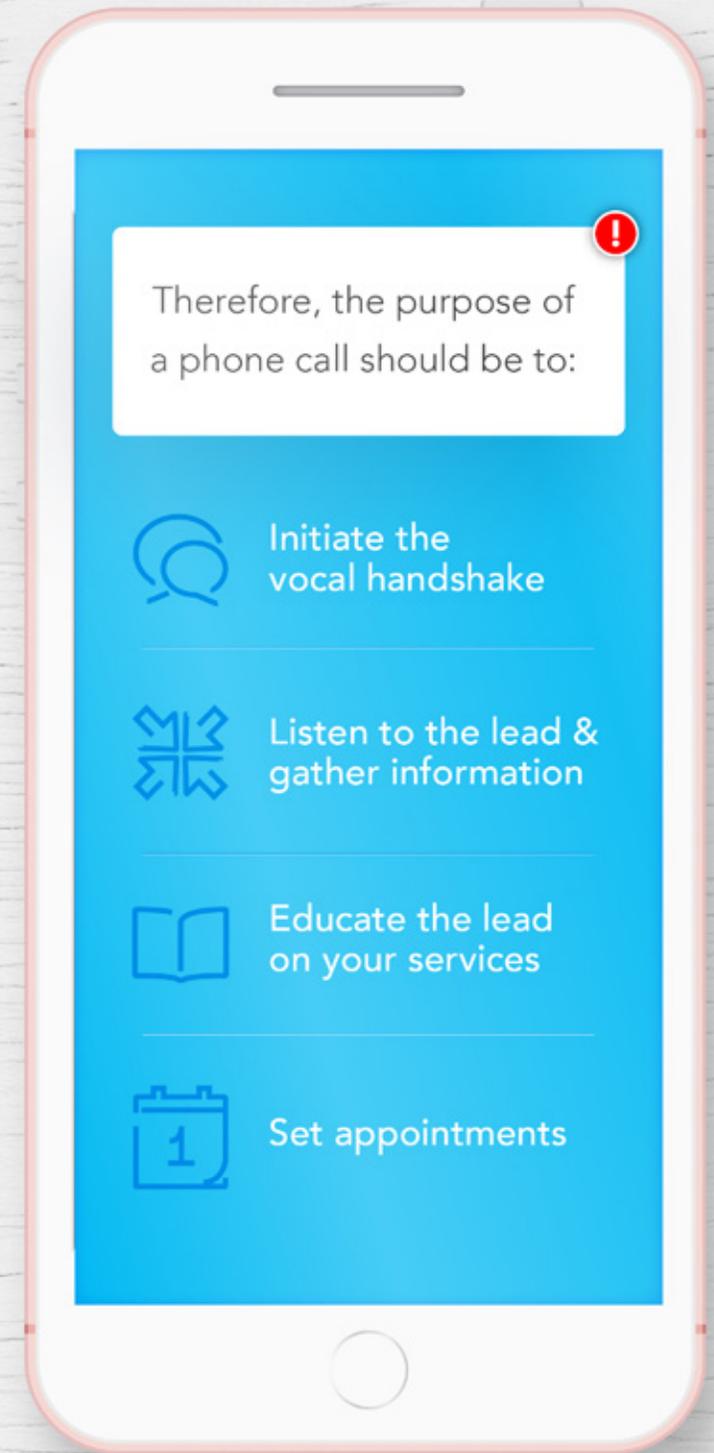
Despite its abundance in the workspace, the telephone has fallen short to email for the most utilized sales tool. Perhaps sales professionals feel that if a lead comes from an online source like an IDX website, it would be best to contact the lead in a similar manner. However, this is not always the case. Your phone is one of your most powerful tools, and understanding why and when to call a lead is just as important as what to say.

Why is the phone important? Unless a lead is a direct referral or past client, chances are they know very little about you, your brand, or your services. The phone is the best way to build rapport with a lead whom you have never physically met — your voice over the phone is the closest touch to a handshake.

Gene Rivers, a high-producing agent in Tallahassee, Florida, reminds agents of the underlying goal of every phone call is to get an appointment:

“We all know that three-quarters of sellers make only one phone call and 65 percent of buyers work with the first agent they have significant contact with. So the real estate business is truly about getting appointments.”

By using your phone calls to ask questions and educate through your answers, you'll build stronger rapport with a lead over email or text messaging. Your phone is also the best way to identify a lead's potential for business by asking qualifying questions, including time to buy, if they have selected lender, and where they standing on the process of selling their current property if applicable.





"[Prospects] want to talk about their wants, needs, and desires and your benefits. Arm yourself with a good list of questions, and you'll be well on your way to not only gathering the information you need to do your job well, but also to establish the rapport and confidence necessary to gain the prospect's commitment."

DIRK ZELLER | 10 TIPS AND STRATEGIES WHEN WORKING WITH BUYERS

"The number one rule for lead conversion is to always answer your phone when the phone rings."

MARK MARTIN | RUSSELL MARTIN REAL ESTATE.



Text Messaging

Texting is a popular tool for both marketers and sales professionals, and with the rise of chat services, text messaging between leads and agents is becoming more prolific. Whereas the phone call is used to establish the first contact with a lead, text messages are great for keeping a lead in the conversation with 98% of leads reading text messages versus 21% who open emails. Text messages can be packaged into an automated SMS drip campaign to augment your email drips.

However texts need to be woven carefully into your strategy. Text messages should be used sparingly and only after permission is given. You may run the risk of appearing unprofessional if you rely too heavily on texts to communicate with your leads. In addition, federal phone marketing guidelines regulate how you can use text messaging. Whether it is a disclaimer on a contact form on your IDX website or in a buyer agreement form, make sure you have an agreement in writing.

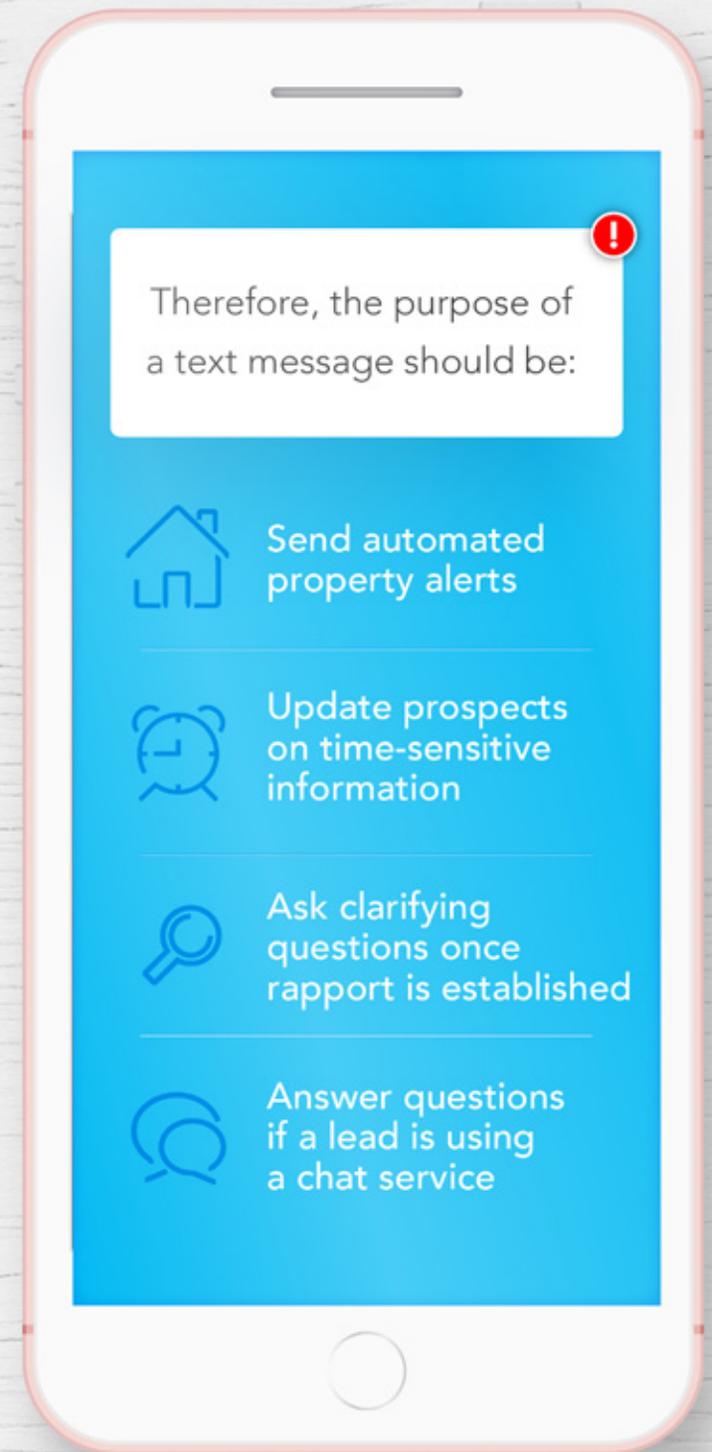
Text messages are best used as a follow-up tool once rapport with a prospect is established. Whereas you should use phone calls to initiate contact and to build trust, text messages will help you fill time-sensitive gaps.

"44% of consumers with texting capabilities would prefer to press a button to initiate a text conversation immediately, rather than waiting to speak with an agent."

THE HIGH DEMAND FOR CUSTOMER SERVICE VIA TEXT MESSAGE | ONEREACH

"Texting in the sales process can lead to conversion gains of more than 100%. However, sending text messages before establishing contact with a prospect can adversely affect both contact and conversion rates."

TEXT MESSAGING FOR BETTER SALES CONVERSIONS | VELOCIFY



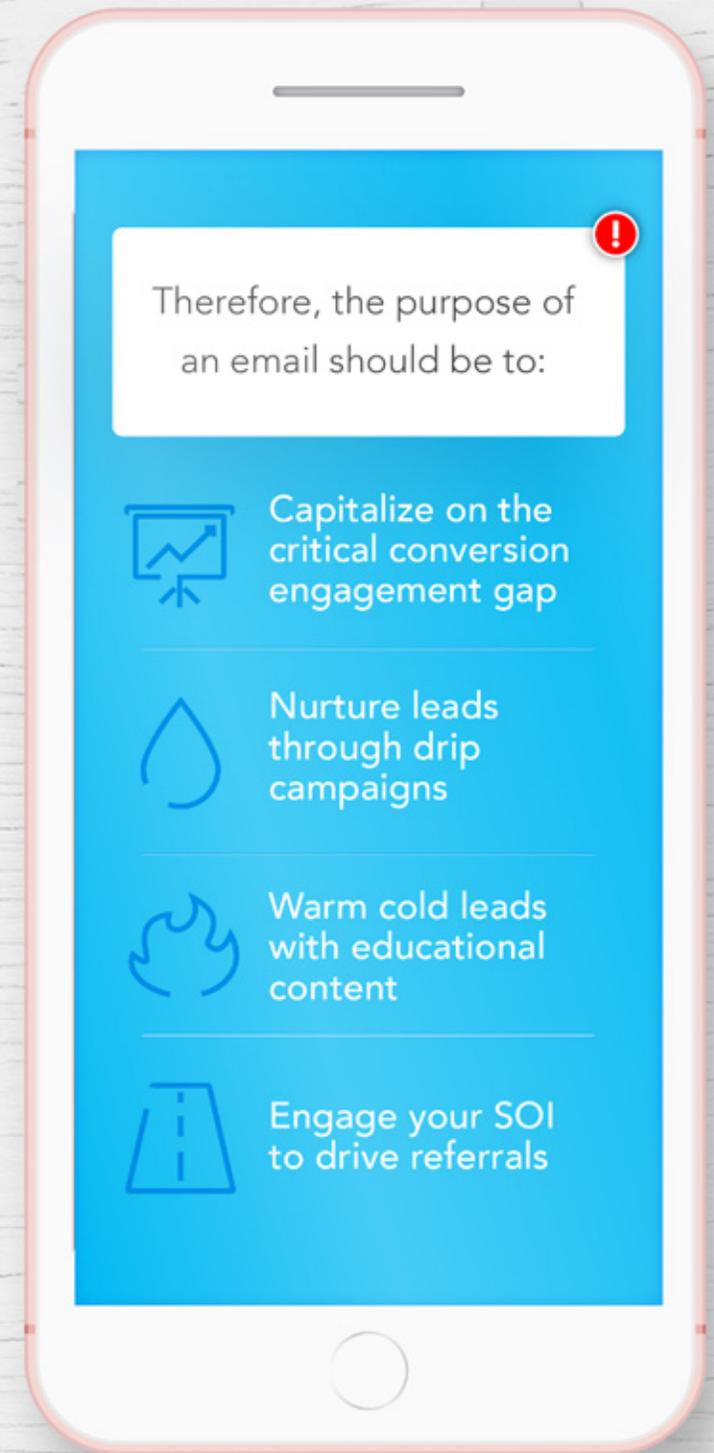


Emails

Email still reigns king in real estate. Whether emails are used to nurture a lead with newsletters or send property alerts, emails are an agent's greatest ally. Unlike texts, emails are best used to serve rich content. With emails, you can establish yourself as a thought leader and demonstrate your clout as the best person to representative your lead's needs.

When used in a drip sequence, emails see 119% higher click rates and 50% higher conversion rates. And when used to automate your welcome touch, emails are four times as likely to be opened and five times as likely to see engagement.

Emails and email marketing will bear the burden of your lead nurturing efforts, but they also have a role lead generation as well. For example, you can use emails to drive referrals from your SOI by announcing home buyer or seller workshops. Use emails in drip sequences to automate your lead nurturing efforts and use scale mail to drive thought leadership conversation with provoking content to establish yourself as an industry leader.



Each touch method has its own strengths, and knowing how to use each tool will serve as the cornerstone for your lead conversion strategy.

Calling a lead is best used to initiate the first contact, to listen to your lead's questions, and to solidify a professional connection.

Texting a lead is best used to send time-sensitive information or property updates, but only after a working relationship is established and an agreement signed.

Emailing a lead has multiple uses and will serve as the primary contact for most of your groups, including your SOI. Emails are best used to heat up cold leads and establish thought leadership through content.

"Email templates can be one of your most effective tools. Equip yourself and your agents with well crafted emails that are battle tested and proven to be effective at moving prospects toward the sales."

LEADSIMPLE.COM

"64% of recipients open an email because of the subject line," and "Personalization of an email's subject line sees a 17.4% clickthrough rate over non-personalized subject lines."

MARKETINGSHERPA

Structuring touches into an actionable strategy

Understanding when to touch a lead will help you put your lead conversion tools to work, yet improper follow-up strategies can affect nurturing and lead to poor sales performance.

Discovering the best ways to contact a lead, including how often, will help you know when to stop engaging an unresponsive lead and start nurturing. Armed with the knowledge of knowing how to use each touch method, you'll be able to execute fresh responsive strategies and improve your sales and marketing ROI.



Building a faster lead response strategy.

Time is the most critical factor for lead conversion, and online leads are no exception. Your lead conversion rate will be directly related to how quickly you can contact your leads. Recent research from Velocify demonstrates that the simple act of placing a phone call to a new prospect within a minute can increase your likelihood of conversion by nearly 400%.

When building your new lead conversion strategy, the key to maximizing your efforts is to make sure the first contact attempt to a new prospect is made as quickly as possible. According to a National Association of REALTORS® study on home buyers and sellers, 70% of people will hire the first agent they talk to. One of the best ways to stay in front of leads is by automating your first touch. Without the right technology to automate the frontline work, you're bleeding potential sales!

"All brokers have access to the same information, and the biggest difference in brokers is the speed in which they get you that information."

SHON KOKOSZKA'S BOLD BUYER PRESENTATION

"In a special lead response study conducted by MIT, leads that are contacted within 5 minutes are 21 times more likely to convert."

MIT, LEAD RESPONSE

How much is too much?

The frequency of following-up.

There are a handful of sales statistics floating around that are designed to inspire persistence and claim 70 to 80 percent of leads drop off after the first call or half of leads are never touched. Although leads abandon sales funnels at each stage and agents sometimes have too many leads to handle, these popular figures are a poor representation of actual sales data.

However, behind every myth lies some truth — in reality, contact probability rises over time with each additional touch, but it's important to know how frequently to call, text, and email your leads before overwhelming your leads.

Just like in economics, the law of diminishing returns applies to sales. When a lead first comes into your CRM, the probability for a successful connection rises with each following touch. From Leadsimple.com and Velocify, 48% of leads pick up the phone on the first call attempt, 81% pick up the phone by the third attempt, and 95% of leads will pick up the phone by the sixth attempt. But after the sixth attempt, leads are only 1% more likely to pick up the phone with following attempt.

“Research shows that 95% of all leads that eventually convert are first contacted in six or fewer call attempts,”

VELOCIFY

“The level of your persistency in the first few days is also paramount. You should be calling, texting, and emailing a few times for each in that first 24-48-hour period. You will only reach and talk to a small percentage of your leads. You must be willing to show perseverance and patience.”

DIRK ZELLER | 10 TIPS AND STRATEGIES
WHEN WORKING WITH BUYERS





Phone Calls

Each minute you wait to make the first call will reduce your chances of converting the lead. Although calling within the one minute window is not a guarantee that you will make contact, sales research proves it can drastically increase the rate of contact.

However, instead of calling each lead the second they are imported into your CRM, use an automated welcome touch using an email template. As Nick Dreher says, "consumers may not necessarily need an answer right away, but what they do need is an acknowledgement that their question will be answered soon. By reaching out immediately, you are meeting this need."

Use your calls to drive appointments, educate leads on real estate matters, and to strengthen your relationship by establishing agency and credibility. How your lead responds in the first few calls will dictate when to move that lead into a nurturing phase by using texts and emails or into a discard bucket.

“Remember to be persistent and don’t abandon leads while attempting to establish a connection for the first time over the phone as 33% of unresponsive leads only receive one to two calls.”

DEFINITIVE SALES CALL STATISTICS | VELOCIFY

Shon Kokoszka sample pitch

WHEN CALLING A LEAD FOR THE FIRST TIME:

Wednesdays and Thursdays are the best days

4-6 PM is the best time to dial a new lead

Right before lunch is the worst time to call

WHEN CALLING A LEAD TO SET AN APPOINTMENT:

More sales are lost on Fridays than any other weekday

Buyers agents have the best success on Tuesday

65.5% win rate on Tuesdays, 14% higher than Friday



Text Messages

Once you've established rapport with your prospect, you can use texts to get answers fast: The average response time is 90 seconds for a text message versus 90 minutes for an email. For example, if you catch wind of market listing, send a text to your prospect to arrange a phone call or to set an in-person appointment at the listing at a later time.

Text messages are best used once successful contact with a lead has been established. Although mobile phones are everywhere and can be used to call, text, and check emails, text messaging is still widely regarded as an intimate form of communication. Instead of optimizing the time of day to send a text, use text messages "on the go" as new information comes in or to answer questions from your prospects.

Texts are a great way to supplement your lead follow up strategy but do not rely solely on texts to pull leads through your funnel. The key is to balance each touch method by integrating texts carefully into your nurturing campaigns, never to qualify a lead! Be careful texting leads whom you have never met or talked to over the phone!

A 2012 CFI study found that text was the highest rated contact method for customer satisfaction out of all other customer communication channels. Text messaging earned a 90 percent approval rating, while phone earned 77 percent with Facebook Messenger trailing at 66 percent.

“No other marketing tool can offer a similar rate, making SMS Marketing one of the most effective ways to get your message to your customer,” Doherty argues. “In contrast email marketing reports a 22 percent open rate, which significantly reduces your chance of success,”

AINE DOHERTY
MARKETING MANAGER WITH SENDMODE

Emails & Email Drip Campaigns

Emails are one of the greatest sales and marketing tools available to agents, but it is an often poorly utilized in most lead conversion strategies in real estate. Studies show that three quarters of consumers prefer to receive commercial communication via email, so one of the best ways to educate your leads and to market yourself is by running email drip campaigns.

Campaign Name
Buyer Lead-New

Event Triggers

- Auto-pause campaign when lead replies
- Auto-pause campaign when a call is logged
- Auto-pause campaign when the lead sends a text to a Chime Number
- Auto-pause campaign when the lead's type changes

Email: #1 Wait 1 day after the drip campaign started Send at: 8:00 AM | 13 Sent | 23% Opened | N/A Clicked

Subject: Do you have a particular neighborhood in mind?
Body: Hi #leadname#,

I noticed that you registered on my website and have browsed some of the listings. I understand that buying a home is a very important decision in life. If you don't know where to start, I can definitely help.

Email: #2 Wait 3 days after the previous step completed Send at: 8:00 AM | 10 Sent | 20% Opened | N/A Clicked

Subject: Tell me about your dream house
Body: Hey #leadname#,

Real quick...I'd love to learn more about exactly what you are looking for so I can best help you find that perfect home.

Last time I asked about what kind of neighborhood you'd like to live in. It is very important because the whole environment influences your living quality

[Back](#) [+ Add Step](#) [Save](#)

Automated welcome emails are perfect for online leads, which will give you time to prepare your first call. Nurture your clients via email drip campaigns, but be cautious when to schedule each email. Unlike text messages, emails are opened at an industry average rate of 21%.

Whether emails are used to nurture a lead through drips or to send property alerts, email marketing is an agent's greatest ally, especially when personalized. Email personalization is made easy thanks to a feature called "merge tags" built into your email template builder. You can use merge tags as a placeholder, and when sent via your CRM, the merge tags will be populated with that lead's identifying information pulled from your database.

"Personalized emails improve click-through rates by 14%, and conversion rates by 10%,"

ABERDEEN GROUP

SCHEDULING FOR THE BEST RESPONSE RATES:

Hot leads: Late mornings from 9-12PM on Wednesdays

Warm leads: Early mornings from 12-7AM on Sundays

Cold leads: Afternoons from 2-6PM on Wednesdays

Right before lunch is the worst time to call

AVOIDING THE WORST ENGAGEMENT TIMES:

Hot leads: Mornings from 7-11AM on Saturdays

Warm leads: Dinner time (between 6-9PM) on Mondays

Cold leads: Mornings from 7-11AM on Saturdays

Final considerations when structuring your lead conversion strategy.

A quick engagement will always override the time of day and the day of week to call a lead. The speed to call a lead is the largest driver of lead conversion, according to a study by Velocify on optimizing sales calls. Calling a lead six times will see the highest chances of initial contact and conversion rates, but it's highly recommended to augment your phone calls with equally properly timed emails.

Although calling within a minute does not always guarantee you will make contact with a lead, research consistently shows that touching a lead within a minute drastically increases the chances of contact: A fast response instills confidence and rapport with the buyer, improving your the chances of conversion.

According to a joint study by Insidesales.com and BYU, your team has the best chance of closing deals on a Tuesday - a 15% win rate over Friday. Align your worst performing days for pipeline maintenance and strategy sessions. In order to ensure you know which days are your best and worst performers, make sure to optimally track each touch attempt in your CRM.

Crafting your follow-up strategy

Before the sale can ever happen, the end goal for all your leads is to set appointments: For buyer leads, you want to drive people into your office for a face to face meeting, and for sellers, you want to set listing presentations on location.

As you begin to test the order and frequency of your touches, it's important to establish agreement with your leads to move to the next steps. Whether asking over the phone or including the agreement proposal at the end of an email, asking for permission builds rapport and honoring a "no" removes the effort needed to pull the lead in question through your funnel.



Best practices for following-up with leads.

When following up with a lead, it's important to understand the balance between persistence and professionalism. Be persistent and don't abandon leads while attempting to establish an appointment for the first time over the phone. Remember that one third of unresponsive prospects only receive one to two calls. A lack of success can be attributed to incomplete follow-throughs, so hold yourself accountable for the consistency you will need to put forth.

Over the phone, address the lead's concern first and then offer value by educating the lead on the need to use an agent before pitching your specific service. "The FSBO either pays an Attorney or a Broker to write the contract. But Attorneys are paid by the what? (The hour.) I've seen Attorneys even get their clients into disputes so that they can charge more! I only get paid if you get the home. So I want to see you close," suggests Shon.

Often times prospects have not found value in hiring an agent and will attempt to navigate the industry without representation. Use follow-ups as an opportunity to educate the lead on the value you bring to the transaction.

"Buyers, especially first-time buyers who presently comprise roughly 30% of sales and 40% of sales historically, often come to the transaction with limited knowledge and a lineup of misunderstandings about how real estate agents and real estate deals work."

DIRK ZELLER | 10 TIPS AND STRATEGIES WHEN WORKING WITH BUYERS

Engaging with leads using SMS drip campaigns.

Text messages are a perfect way to help educate leads who may not be ready to buy or sell, or who are unsure of market conditions. Sending property alerts, updating leads with listing data, answering questions, and informing a lead of an off-the-market listing will keep the lead in the conversation and one step closer to the appointment.

REIT SL Green Realty Corp ran into an issue trying to scale an efficient lead response strategy managing a commercial property portfolio. With more properties needing tenants, leads were getting flooded with emails and their client relationships were suffering when important emails were getting buried in over-saturated inboxes.

Needing a way to quickly contact leads at any scale, SL Green's Director of Marketing Melissa Libner turned to an alternative solution to emails still accessible from a mobile phone: Text messaging.

From the lead's point of view, the most important information was the general office location, square footage, and monthly rent. Communicating such a small yet vital set of information over text was more productive than writing an email and waiting (and oftentimes hoping) for a reply.

Although texts are a great way to supplement your lead follow up strategy, do not rely solely on texts to pull leads through your funnel, especially as a new agent. A text's call to action should be to drive a phone call to set up an appointment. Once a lead opens the text, set time aside to follow-up with the lead on the phone. As always, avoid following-up with a lead via text unless you are addressing an immediate concern.

"Over 80% of people would only like to receive a maximum of two marketing messages per month,"

DIGITAL MARKETING MAGAZINE

Using emails as a follow-up tool.

Emails are the ultimate lead nurturing tool but also find a perfect fit when following up with a lead. Emails are the gold standard for professional communication between a lead and a sales professional. The right message at the right time will help you retain a lead's interest while continuing to build rapport.

Personalizing email subject lines and providing valuable content within the email body are two methods to ensure your email follow-ups are effective. Personalized emails see an open rate improvement of 14% over standard scale mailed emails.

AS AN EXAMPLE

Zillow often uses the "What Can You Afford?" In this example, the headline tackles a topic almost everyone is familiar with: financial uncertainty. The subject line works because it poses a question without immediately answering it. This likely enticed many readers to click through for the full answer.



When using emails to follow up with a lead, understand that email abuse is the top reason why leads will abandon your service. In a survey conducted by Marketing Sherpa, the top reasons why leads respond negatively with emails are frequency and volume.

Make sure to follow-up with leads at the right time and with the right content. The latter will set the tone for how your leads will react to the rest of your drips. Every email you send to a lead will train them to open or ignore your next email. As an industry expert, CMO of BombBomb Steven Pacinelli knows all to how well prospects react to email drips, "so when setting up your campaigns, you want to make sure you come from a place of value."

"Using the word 'video' in an email subject line boosts the open rates by 19%."

SYNDACAST

Gauging the health of your follow-ups.

In order to see the actual health of your follow-up efforts (and your overall lead conversion strategy), you'll need have a system to track engagement touch by touch. Make sure to track and measure your efforts in order to maximize growth and optimize pain points in your funnel.

It's important to have a system which automatically monitors the performance of your follow-up strategies so you know which aspects of your lead conversion strategy are working and which need adjusting. Using the right CRM will help you measure your efforts.

METRICS TO TRACK USING YOUR CRM

Lead growth, including volume of leads by source and conversion rate

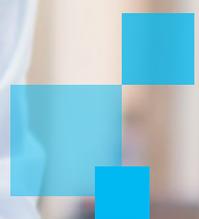
Sales volume, including the number of closings

Calls, including the number of dials, successful connections, call tagging based

■ CHAPTER FOUR

Capitalizing on online leads

In an Inman Select report on online lead spend, a small but successful group of agents have found success building their business off online leads. Although the Inman report revealed polarized opinions on the value of online leads, the report demonstrated how agents have grown their SOI from online leads alone using the right approach.



The market is full of listing portals and vendors that help you generate leads — Zillow and realtor.com are two popular examples. For some agents, online leads are an inconvenient dichotomy: The low CPL of online leads but poor lead quality creates frustration. For others, online leads prove themselves as the best return on investment thanks to low CPL and high lead volume.

When asked in a special report by Inman Select, almost half of the agents surveyed saw an online lead conversion rate of only 2%. Yet some agents were able to build their businesses off online leads. Although there are many variables behind the success of online leads, the follow-up strategy will remain uniform.

2016 STATISTICS FOR ONLINE LEADS FROM ZILLOW

140 million monthly users visited Zillow and Zillow-affiliated websites in the fourth quarter

Zillow generated 16.9 million leads to Premier Agent Advertisers

At any given moment, there were 84,000 active Premier Agent users on Zillow

Premier Agent Revenue hit \$604.3 million, up 35% from 2015

How to get the most out of your online leads.

Applying the lead conversion strategies you have learned to online leads requires little change thanks to automated engagement, follow-ups, and nurturing. Consider two scenarios common with online leads: Poor conversion rates and the time committed to nurturing.

While reading through these two scenarios, notice how technology and your newly gained lead conversion knowledge weave together to increase the likelihood of the first contact and conversion later in the funnel. We'll show you how to make the most out of your online lead spend by marrying the lead conversion strategies you've learned to the technology offered in Chime.

"In an interview with fitsmallbusiness.com, Realtor Darren James attributed 10% of his annual sales volume directly to Zillow spend."

[HOW ZILLOW PREMIER AGENT WORKS: ARE ZILLOW LEADS WORTH PAYING FOR?
FITSMALLBUSINESS.COM](https://fitsmallbusiness.com)

"But agents powering their businesses through online marketing channels may also be making better decisions about where they get their online leads from, as some types tend to bear much more fruit than others, according to the survey."

**SPECIAL REPORT: THE BOTTOM LINE ON ONLINE LEADS,
INMAN NEWS**

Which online leads do you prefer: Third party listing portal ads, leads sold by Market Leader, Facebook Ads, LinkedIn Premium ads, Twitter ads, Google Display Network ads, Adwords, leads from your franchisor or broker, or leads from big data generators? Regardless of your online lead source, you'll learn how to turn any digital prospect into a lifelong client.

SCENARIO:

Online leads from listing portals don't convert well

The problem: Online leads fall into another agent's funnel

The solution: Automate your first touch to get in front

If you've felt competition for listing portal leads has gotten hotter in the past year, you aren't alone! For example, Premier Agent spend has increased at an alarming rate to match Zillow's user base growth. In 2016, Zillow's Premier Agent spend hit \$600 million — a 35% increase over 2015. Not only are you paying for an impression-based model, those impressions compete with the 84,000 other Premier users.

The beauty of using a listing portal like Zillow is you pay the same rate whether 5 or 500 people click on your ad, but the difficulty arises when a lead clicks on other agent ads, too. Online leads generated through listing portals can fall into the buckets of other agents.

The solution is speed: Agents who see success with online leads are touching leads immediately as they fall into their funnels. Recent research from Velocify revealed the simple act of placing a phone call to a new prospect within a minute of lead generation can increase your likelihood of conversion by nearly 400%.

And even if the lead isn't ready to buy immediately, the National Association of REALTORS® has found that 70% of prospects will hire the first agent they talk to. By the time a lead begins their home buying or selling process, they are already actively looking on Zillow. Most Zillow buyer leads contact at least two agents and at least three agents as a seller.

Although it may seem like competing real estate agents have the luxury a dedicated ISA, agents who convert the most online leads use technology to automate this critical window. Without the right technology to automate the frontline work, you're bleeding potential leads. It's important you automate the first touch by using a dedicated CRM which will handle importing, scoring, routing, and touching your online leads.

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ZILLOW GROUP REPORTS FOURTH QUARTER AND FULL YEAR 2016 RESULTS | ZILLOW

"One key to maximizing the results of your contact strategy is to make sure your team makes the first call attempt to a new prospect, fast."

THE ULTIMATE CONTACT STRATEGY: HOW TO USE PHONE AND EMAIL FOR CONTACT AND CONVERSION SUCCESS | VELOCIFY

SCENARIO:

Online leads take too long to convert

The problem: Top of the funnel leads are unfamiliar with you, your brand, etc, and require lengthy nurturing

The solution: Automate your lead nurturing efforts

The trend for hiring agents is shifting more and more online. According to a National Association of REALTORS® study on Real Estate in a Digital Age, 94% of Millennial buyers said they search online for agents compared to 84% of Baby Boomers and 65% of the Silent Generation.

Although there are clear differences among searching habits between prospect cohorts, there remains a common problem: Online leads are unfamiliar with your services. Internet leads don't know about you, your expertise, or your even your brand.

The solution is nurturing: It's important to educate online leads through carefully crafted lead nurturing campaigns by leveraging email drips and even your IDX website to gather key insights into your prospect's purchasing habits before the first phone call.

When applying your lead conversion strategy to online leads, use your phone sparingly during the nurturing phase and let your automations control the process. Use calls only to drive appointments once the lead has demonstrated engagement with your emails and IDX website.

Automating your lead nurturing will help you consistently execute your nurturing efforts without consuming your time. You'll become the center of your lead's attention, and your lead will come to you when they are ready to buy or sell. By automating your nurturing efforts, you'll have more time to focus on yourself.

Millennial and Generation X buyers are more likely to find their agent online, with 29 percent and 27 percent respectively finding an agent through Zillow alone. But only 20 percent of Baby Boomer and 17 percent of Silent Generation buyers use the internet to find their agent.

THE ZILLOW GROUP REPORT ON CONSUMER HOUSING TRENDS

"Most internet leads are going to be first-time homebuyers, in part because younger generations are more inclined to start their process on the internet. If you can get someone to meet with you, you're statistically 75% to the sale. It's easier to gain trust with people in person, to interact in real time, and your conversion rate is going up from there,"

MINDSET, METHODS AND METRICS, NICK DREHER

■ FINAL THOUGHTS

Using a CRM to run your lead conversion strategies

Your lead conversion strategies should focus on staying in front of prospects, providing value, and educating prospects on what you can bring to the table. Good lead nurturing efforts should match the buying timeline of each prospect, whether it lasts a week, a month, or even a year. The pace and types of touches you do should be flexible to adapt to market trends and to the nuances in buying or selling habits between the different lead sources. The best way to maximize your growth is to execute your lead conversion strategies using the right CRM.

Use a CRM to automate the critical engagement gap

Nearly 70% of prospects will hire the first agent who contacts them. By automating your online lead engagement, you're more than likely to be the first interaction a buyer/seller may have with a real estate professional. In addition, nine out of 10 buyers use an online resource at some point in their search for a home to buy. Leveraging the power of social intelligence, you'll capture leads before their first interaction on Zillow and well before other agents begin to compete for their business. Get the most out of your online leads by automating your workflow to maximize your potential.

THE ONLINE LEAD CONVERSION STAGES

- *Importing leads into a central database where they can be managed*
- *Scrubbing and scoring leads*
- *Routing leads to responsible parties or into the right buckets*
- *Engaging leads in a timely manner*
- *Nurturing leads into lifelong clients*
- *Measure lead conversion efforts with dashboard reporting*

Get the most out of your online leads by automating your workflow to maximize your potential.

Use an IDX website to capture key lead insights

With an IDX website tied directly into your CRM, you can gain deeper insight into the lead's wants and needs before the first phone call. When a lead interacts with your IDX website, you'll be able to view their browsing habits, search criteria, and even saved properties. Auto-imported leads from your various lead sources are further enriched with additional data, and if the lead registered for an account on your IDX website, recent property viewing history is synced to your CRM and accessible from your desktop or mobile phone.

Use a CRM to increase productivity.

In an online performance survey conducted by REAL Trends, agents believed a CRM made them at least 50% more productive than agents who do not use a CRM. Products like Chime can also parse leads based on your custom routing rules, assign leads automatically, and inform the appropriate team member. Find a productivity suite is designed to work for you, automatically, like a modern CRM should do.

Use a CRM to handle lead nurturing.

Lack of lead nurturing is the common cause of poor performance. By leveraging technology, you can nurture leads through your funnel from any source automatically. Features like auto text-messaging, drip emails, customized welcome-text/email messages when they reach out substantially increases your success to closing. Use a system keep your leads warm with useful information and automate mundane tasks so you can focus on other aspects of your business.

Learn more about Chime

We put together this guide to help you understand, structure, and craft your best lead conversion strategy. Armed with this knowledge, you'll be able to create a virtuous cycle of your most important asset by converting more leads from the first touch into sales.

Schedule a demo today to learn how Chime can suit your individual business goals.

Learn more and schedule a demo at [Chime.me](https://www.chime.me).

CHIME'S ONLINE LEADS & CRM PERFORMANCE

- Agents experienced a 20% closing rate with online leads when using chime
- Compared to industry average 2% according to an Inman Select Report
- In an online performance survey conducted by REAL Trends, agents believed a CRM made them at least 50% more productive than agents who do not use a CRM



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