

Best Practices to follow for CONVERTING internet leads

BUILDING TRUST

Internet leads need to be approached differently than the traditional real estate lead. The most important thing to remember is that home buyers and sellers that are searching on the web (which as of 2014, is 91% of all home buyers and sellers according to the National Association of Realtors) have a different mentality than an individual who was personally referred to you by a colleague or former client. Since their only exposure to you is through the Internet, they don't entirely trust you yet. You have to create that trust by being responsive, cordial, helpful and informative. Remember, the goal of internet leads is to connect you with individuals that are looking for your services, once contact is made, build trust, be helpful, be informative and SELL!



RESPOND QUICKLY

FACTS:

1. You are 100 times more likely to contact a client within 5 minutes of them filling out a form on your website versus calling within 30 minutes.
2. The odds of making contact with a lead decrease by over **10 times** in the 1st hour.
Source: MIT study on internet leads

What would you say to an employee if you proved that 71% of the leads your team generates on the Internet are wasted? Who would be fired?

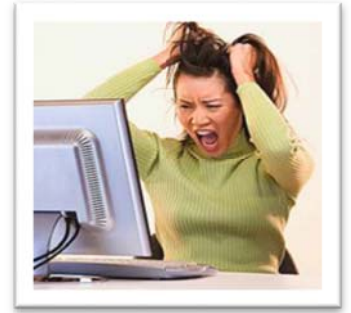
- **When we call back immediately we know where they are.** We called it “presence detection.” If they just typed in an inquiry on a website, they are probably still by their computer and by their phone.
- **When we call back immediately we are still on their minds.** This is “top-of-mind-awareness.” The average call back time is 46 hours and 53 minutes. Do you remember any of the websites you were surfing on nearly two days ago?



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DON'T BE SURPRISED IF THE LEAD DOESNT REMEMBER FILLING OUT YOUR FORM OR PUT AN INACCURATE EMAIL OR PHONE NUMBER

Have you ever had buyer's remorse after making a purchase? Sometimes people searching the internet feel that way when filling out forms for more information. We have seen people go into denial or forget they filled the form out. Sometimes kids, spouses, or roommate's fill out the form and input one of the others information. If you run into this situation with a lead and they don't remember filling out your form, put your SALES hat on and start building a relationship. Internet leads can be tracked by IP address however it doesn't do you any good PROVING they filled out your form or arguing with them— just be cordial, build your value proposition and SELL! Also, often individuals will put in a correct email address and an incorrect phone number, or vice versa, depending on their preference of contact and or the required fields on the form. Don't get discouraged by this and stay on top of the lead!



WORKING INTERNET LEADS

When people are looking for a home to buy on the Internet, they are doing so because they want information NOW! If you receive an emailed lead, getting in touch with them within five minutes of the request significantly increases your chances of working with them; it also shows the client that you are at the top of your game. If the lead has provided a phone number, call them! A phone call is always more personable than an email response. If they do not answer, leave them a message. If your competitor calls while you email and the client picks up the phone, guess what? You just lost that customer. Once again, it is about building a relationship through trust. If you are responsive to their needs, they know that they can rely upon you. This is your first chance to impress them and let them know that they are important to you. It is a fact that homebuyer's that use the web most often select the first agent that shows a genuine interest in their needs.

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Most homebuyer's will visit and submit requests for information on multiple sites, so the fastest Realtor wins. Organic leads are like organic vegetables – they deteriorate rapidly! In fact, Internet leads start to “age” after just five minutes. Your lead can become downright cold within 30 minutes, and waiting until the next day dramatically reduces your chances of converting the lead into a customer. It is essential that an agent has the capability to be instantly notified of new leads so that they can respond within the five minute window. If an agent is not able to do this, any efforts at generating leads are pretty much useless.

Realize when you are receiving internet based buyer and seller real estate leads is that most people don't realize what website they are on when they fill the form out. Unfortunately it is proven that the internet is shortening human beings attention spans. Most people are multitasking when searching on the internet and don't always remember what site they were on or surprisingly that they don't remember filling out a form (it's sad....but true).

We regularly hear excuses from agents regarding why they were unable to contact a lead immediately or that they get discouraged by an incorrect phone number or email address. Remember the goal.... form a relationship. You must go from being “an agent” to “**THEIR AGENT**”. Once this is accomplished you don't need to worry about them contacting other agents since in their mind they already have one.

What if you get a lead while you are already with a client? If you are with a customer when you are “interrupted” with a lead, it only takes a few seconds to tell your lead that you will call them back with the information they want as soon as you finish with your current appointment. Make the contact and make them yours, don't make the contact and don't be surprised when they won't even return your call. The bottom line is this: if you are not immediately responding to your Internet leads, you're missing out on 90% or more of the success you should be experiencing.

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FOLLOW UP PHONE CALLS

Make at least 5 calls to your leads to try and contact them. Don't give up after 1 phone call and leaving a message. Everyone is busy in this day and age, people appreciate professional follow up.

In many cases agents and teams are regularly making 0 calls to their internet leads, if this is the case aim for 3 to start with. Then once you master that step it up to 5. Always be serving (ABS), how can I help you with your home search? Ask probing questions like “why is that important to you?” Make sure you deeply understand your potential client's needs.



THE NUMBERS OF LEAD CONVERSION

Most people give up on internet leads before they reach a point where closing a transaction would even be possible. They call several leads and don't make a sale and determine that internet leads are low quality. It's all about the numbers, if YOUR not making the calls, YOUR not making the contacts, YOUR not setting the appointments and YOUR definitely not closing the deals.



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KEY BENEFITS OF USING A CRM

CRM stands for customer relationship management. The goal of any CRM is to convert contacts to clients. Almost EVERY top real estate agent uses some form of a CRM solution in their business. **SEO Experts can connect your website to almost ANY CRM for FREE!**

Some of the key benefits of CRMS are:

- One place for information
- Immediate responses
- Keep in touch with past clients
- Customized and personalized service
- Automated tasks and workflow



Have questions or need any assistance / advice regarding how to maximize your ROI on your leads? Contact Us Today!

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