



SEO REAL ESTATE EXPERTS

www.SEORestateExperts.com




Crack the
C O D E

LEARN HOW TO RECEIVE A 200% TO 300% HIGHER
RETURN ON YOUR INTERNET LEADS



This FREE webinar will go through some of the top code cracking secrets and conversion tips and tricks that will help you see higher returns on your internet leads.

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestateExperts.com

Email: info@SEORestateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORRealEstateExperts.com



“ *You do it wrong enough, long enough, you figure out how to do it right* ”

– Steve Taplin - Founder and CEO



- ✓ Licensed Real Estate Broker
- ✓ Licensed Mortgage Loan Originator
- ✓ MBA in Entrepreneurship



REAL ESTATE EXPERIENCE ♦ INVESTOR ♦ FRANCHISE ♦ REIT

- As of 2015, completed over 2,600 real estate transactions in 19 states with a value of \$300 million (includes properties, mortgages & private lending transactions).
- Led the creation and rollout of a franchise real estate investment business model with operations in numerous states throughout the U.S.
- Created and implemented a \$100 million private real estate equity fund and a \$100 million private strategic lending REIT.
- Owned numerous real estate investments, licensed real estate brokerages, and licensed mortgage related entities.

TECHNOLOGY ♦ MARKETING EXPERIENCE

- Owned internet marketing companies employing over 100 people in the Philippines, Australia and US.
- Created proprietary technology platforms used for business expansion for franchise, REIT, and Internet Marketing Companies.

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260

Website: www.SEORRealEstateExperts.com
Email: info@SEORRealEstateExperts.com





SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.” The most powerful tool you have in creating success in your life is to appreciate other people.”

Author Anonymous

“Work like there is someone working twenty-four hours a day to take it all away from you.”

- Mark Cuban



STAND OUT FROM THE CROWD

More entrepreneurial and motivational quotes at www.SteveTaplin.com

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com

Email: info@SEORealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORRealEstateExperts.com



All people have one thing in common. We all want to be liked.

We are an extremely ego driven race, however we have a strong need to have the approval from others.



- Offer Thanks and Thanks Again

Weak: "Thanks."

Powerful: "Thanks, Jim. I appreciate your time." (And maybe a quick, handwritten thank-you note to back it up.)

- Everything Is In a Name

Weak: "Good morning."

Powerful: "Good morning, Andy." (With a smile.)

- Listen and repeat back bits of what they just said. This will show them that you are really listening
- Make a conscious effort to soak up negative energy near you and re-radiate in a positive way.



WARNING

Try to do what feels natural and be as sincere as possible.
Most people will see right through you if you are not genuine.



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORRealEstateExperts.com

Email: info@SEORRealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORestateExperts.com



PART 1: UNDERSTANDING INTERNET LEADS



PART 2: HAVING YOUR UNIQUE VALUE PROPOSITION AND PITCH READY



PART 3: 5 STEP LEAD FOLLOW UP PROCESS



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestateExperts.com
Email: info@SEORestateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORestEstateExperts.com



UNDERSTANDING INTERNET LEADS

- Internet leads need to be approached differently than the traditional leads.
- Since the prospect only has exposure to you through the Internet, they don't trust you yet.
- You have to create that trust by being responsive, cordial, helpful and informative.
- The goal of internet leads is to CONNECT you with individuals that are looking for your services, once contact is made you have to EARN their business



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestEstateExperts.com

Email: info@SEORestEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



UNDERSTANDING INTERNET REAL ESTATE LEADS

- Home buyers and sellers that are searching on the web have a different mentality than an individual who was personally referred to you by a colleague or former client.
- Most realtor and mortgage websites look similar to non real estate educated end users.
- People searching the internet for real estate and loan info often go to multiple websites and fill out multiple forms.

Find a Home

From: Less than \$75,000
To: More than \$250,000

Address:

City: Any

School: Any

Style: Any

Number of Bedrooms: Any

Number of Bathrooms: Any

Display in groups of: 5

Advanced Residential Search

Showing selected homes 1 through 5 of 1048

Property Information Provided by MLS of Elkhart County

City	School	Beds	Baths	Price
GOSHEN	FAIRFIELD	6	4.5	\$999900
11642 CR 36				
25 photos				
GOSHEN	FAIRFIELD	6	4.5	\$749900
11642 CR 36				

REALTOR.com
Zillow.com
trulia real estate search

3.375%
3.551%^{APR}

30yr Fixed Mortgage

SEE DISCLOSURES

Get started

Loan Purpose:

Zip Code:

Credit Score:

Loan Amount:

Property Value:

Picture Yourself in Your New Home

Refinance Program

Learn more about HARP

Term	Rate	APR
30y Fixed	3.500%	3.684%
20y Fixed	3.500%	3.684%
15y Fixed	3.500%	3.684%

Buying a Home

Explore all available purchase loan programs and get Pre-Qualified today.

Refinancing

Explore all available purchase loan programs and get Pre-Qualified today.

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com
Email: info@SEORealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





UNDERSTANDING INTERNET **REAL ESTATE** LEADS



- NOT KNOWING WHAT WEBSITE THEY FILLED OUT



- DENIAL
(i.e. FORM REMORSE)



- CONFUSION



SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



HAVING YOUR UNIQUE VALUE PROPOSITION AND PITCH READY

- You are not selling a house or a Loan – you are NOT selling you – **YOU ARE SELLING WHAT YOU CAN DO FOR THE CLIENT**. It's about them, not us.
- Differentiate your business from the competition with more than just "great customer service" and "knowledge."



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com
Email: info@SEORealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



HAVING YOUR UNIQUE VALUE PROPOSITION AND PITCH READY

Goals: Establish their motivation and timing & differentiate yourself

For Home Buyers:

- ✓ Remind clients that your services are FREE
- ✓ Offer daily email updates
- ✓ Off market listings – foreclosures, pocket listings, etc.

For Home Sellers:

- ✓ FREE market evaluation
- ✓ Tips for repairs that will increase value (use this to set up in person meeting to see the house)
- ✓ Sale Guarantees
- ✓ Unique Marketing Propositions



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com

Email: info@SEORealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORestEstateExperts.com



HAVING YOUR UNIQUE VALUE PROPOSITION AND PITCH READY

Goals: Establish their motivation and timing & differentiate yourself

For Loan Officers:

- ✓ INCENTIVES – e.g. free appraisal, credit repair, free pre-qualification, identify theft protection, etc.
- ✓ Educate client on how a prequal from you can increase their likelihood of getting offer approved.
- ✓ Automated mortgage process status updates – provide updates at least every 3 – 4 days
- ✓ Explain why your loan has the potential to be cheaper than your competition
- ✓ Explain why you are more likely to get prospect approved more than your competition
- ✓ Value add services – cash out refi's, debt restructuring, incentives for multiple loans



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestEstateExperts.com

Email: info@SEORestEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORestEstateExperts.com



5 STEP LEAD FOLLOW UP PROCESS

1. **Call prospect ASAP:** coordinate so that SOMEONE on your team is always available.



If you don't get a hold of them: Do Research and learn all you can about the potential candidate (tax records, internet research, social media. Etc.)



2. **Email ASAP:** auto-responder is OK, but custom email is better.



3. **Send a postcard** (if address is included). Include language similar to scripts provided.



4. **Knock on their door:** Bring a printed copy of their lead form to prove you are not just soliciting them randomly.

5. **CRM Drip Campaign:** This is key for staying in front of the lead for when they are ready to move forward



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestEstateExperts.com

Email: info@SEORestEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORRealEstateExperts.com



Making the Phone Call



1. Be Prepared with a 15-30 second elevator pitch (think WIIFM)
2. If you don't get the person, leave a POWERFUL voicemail

Realtor/ LO: "Hi this is *NAME*, I am a Realtor (or Loan Officer) that specializes in your area. I received a request for information from you from my website. Are you currently looking to buy or sell your home?"



Prospect: "Yes I just wanted to know what my home is worth?" or
"Yes I am looking for a home in *XYZ* area."

Realtor / LO: "I would be happy to assist you with that..." Build relationship from here.....

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260

Website: www.SEORRealEstateExperts.com
Email: info@SEORRealEstateExperts.com



Making the Phone Call



1. Be Prepared with a 15-30 second elevator pitch (think WIIFM)
2. If you don't get the person, leave a POWERFUL voicemail

Realtor / LO: "Hi this is *NAME*, I am a Realtor (or Loan Officer) that specializes in your area. I received a request for information from you from my website. Are you currently looking to buy or sell your home?"

Prospect: "I didn't fill out a form?"

Realtor / LO: "Perhaps someone from you household filled it out? Regardless I specialize in *XYZ* area. Is there anything I can assist you with, perhaps a free valuation on your current home?"

Prospect: "How did you get my information?"

Realtor / LO: "I have a very sophisticated website that has great lead capture and research tools integrated into it. Someone put your address into my website and my software found your contact information associated with this address. We use these types of research tools all the time to help our clients buy and sell their properties. Is there anything I can assist you with"



Making the Phone Call



1. Be Prepared with a 15-30 second elevator pitch (think WIIFM)
2. If you don't get the person, leave a POWERFUL voicemail

Hi _____ this is _____ with _____ how are you doing today?
I received a request from my website and I am calling with 2 questions:



1. When do you want to put your home on the market? OR
How soon do you want to find ... & buy your new home?
2. Can we start the process this week?



www.SEORealEstateExperts.com



Making the Phone Call

Hi, I'm looking for _____ ... Hi _____ my name is _____. I received a request from my website and am following up to see ... when you plan on interviewing the right agent for the job of selling your home?

1. If you were to move ... where would you go next?That's exciting!
2. And when would that be?(3 months) Fantastic!
3. As you may or may not be aware it could take 1 to 3 months in this market to get a home sold ... did you know that?
4. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time?(Sold) Wonderful!
5. Fortunately ... to get you one step closer to ____ ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great?Fantastic!
6. Which would be better for you ... Monday or Tuesday at 4pm?(If no) Have a great day and thanks for your time... good bye.

Phone: 1-844-SEO-EXP1 Local: 480-376-2054



14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260

Website: www.SEORealEstateExperts.com
Email: info@SEORealEstateExperts.com





www.SEORestEstateExperts.com



Lead Follow up Script "Tidbits"

1. GENERAL LEAD FOLLOW UP SCRIPT

Are you still thinking about moving? When can we set up an appointment to start getting ready?

2. INSPECT TO HELP WITH REPAIR DECISIONS

Most of my clients tend to spend too much money in the wrong places, and I am more familiar with what buyers are looking for. So how about we schedule an appointment for me to do a quick walk-through of your home so you know where to spend money and where not too?

3. PREFERRED VENDOR ASSISTANCE

What if I swung by to help you get a list together of what needs to be done around your home? I also have a list of trusted professionals that might be able to help you save some money and time if you need a hand. Would that be of benefit to you?

4. HOME STAGING SERVICE

What if I helped you with getting your home looking ready to sell? I work closely with a great stager to get your home looking just right. The last thing I want is for you to worry about that right now. Would you like me to have her come out to at least take a look around?

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestEstateExperts.com

Email: info@SEORestEstateExperts.com



14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





www.SEORRealEstateExperts.com



Lead Follow up Script "Tidbits"

5. SET UP ON HOME SEARCH

What if I set you up on a property search so you can start shopping for homes online from the privacy of your home computer now? I can input all of the criteria you are looking for in your next home (i.e. - size, location & amenities) so that you can see all the homes listed by all of the agents in our area that are currently up for sale. In addition, you will be alerted of new homes that come on the market as quickly as real estate agents know about them. How does that sound?

6. MEET WITH MORTGAGE LENDER

Since you want to start shopping for a new home, would it help for you to know what your monthly payments would be depending on the sales price of each home you look at? Or even how much money you will need to put up as a down payment? Would it be alright if I had my trusted mortgage lender contact you to help you out with that?

7. NEIGHBORHOOD SALES ACTIVITY

In researching the comparable sales activity in your area I noticed that some homes have recently gone up for sale and some that have sold that may impact the appraised value of your home in the near future. Since it's my job to keep clients informed about material facts concerning the sale of their homes, would you mind if I quickly swung by to keep you up to date?

Phone: 1-844-SEO-EXP1 Local: 480-376-2054



14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260

Website: www.SEORRealEstateExperts.com

Email: info@SEORRealEstateExperts.com





SEO REAL ESTATE EXPERTS

www.SEORestateExperts.com



LEAVING A POWERFUL VOICEMAIL

➤ Hi, this is _____, I am responding to your request via my website. Give me a call as soon as you get this! (Repeat your phone number twice.)



➤ Hi, this is _____, I am responding to your request. Give me a call as soon as you get this, I've got some exciting news! (Repeat your number twice.)

Leaving a Second Message:

➤ Hi, this is _____, this is my second message following up from your request, please call me as soon as you get this! (Repeat your phone number twice.)

Leaving a Third Message:

➤ Hi, this is _____ again, I hope everything is OK, I've left several messages in response to your request. Please call me back. (Repeat your phone number twice.)

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORestateExperts.com

Email: info@SEORestateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



LEAVING A POWERFUL VOICEMAIL

"Hi, this is (your name). I was calling to give you a quick market update on your neighborhood (or mortgage rate update), but since you're away, I'll just leave some interesting information on your voice mail.

"A lot of neighbors like to know what's happening in the market that affects the value of their home-that's the reason for my message. There are currently 23 homes for sale in (area). We've added 8 listings in the past 30 days, and 11 homes sold.

"The average market time for homes listed for sale dropped from 62 days down to 57-further indicating a stronger seller's market, and the ratio of listed price to sales price has improved (in other words, homes are being discounted less off their asking price).

"Again, everything points to a stronger and stronger seller's market.

"If you'd like to know more about the neighborhood or the specific value of your home and here about the unique incentives we are offering our clients, feel free to give me a call at 555-5555. I hope this information is helpful to you. Have a great day."



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com
Email: info@SEORRealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





Lead Management / Customer Relationship Management (CRM) System

- A CRM system allows businesses to manage business relationships and the data and information associated with them.



- Having a good integrated CRM system that has been designed specifically for real estate professionals is a necessity.
 - If you are spending any money on a website or internet marketing and do not have a good CRMyou are throwing your money away.
- Make sure the CRM is easy to use, has email drip marketing campaigns, time management, transaction management, and document storage features.

- Choose a CRM that is EASY to use!
- On ALL email drip campaign messages
 - 1) Keep it short and too the point
 - 2) include a different motivational quote on EVERY email.





SEO REAL ESTATE EXPERTS

www.SEORealEstateExperts.com



Real Estate Professionals need an

All-in-One Solution with Guaranteed Leads

DON'T RENT YOUR WEBSITE - OWN YOUR WEBSITE AND BUILD 'EQUITY'

It's similar to the difference between renting and owning a house.

No hidden fees, no extra charges - a proven solution for Real Estate professionals that will fit **every budget**. **That's the SEO Experts way.**

Websites from \$500 to \$1,500

- <http://seorealestateexperts.com/website-packages>

Internet Marketing Packages from \$350 to \$1,200

- <http://seorealestateexperts.com/marketing-plans>
- GUARANTEED LEADS from 10 to 40 monthly

Make sure to check out our interactive ROI calculator:

- <http://seorealestateexperts.com/roi-calculator>



Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com
Email: info@SEORealEstateExperts.com

SEO REAL ESTATE EXPERTS

14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260





www.SEORealEstateExperts.com



Thank you for taking the time to attend this
Webinar.

Feel free to contact us anytime for additional lead coaching or information on our website and marketing packages.

Phone: 1-844-SEO-EXP1 or 480-376-2054

Email: SteveT@SEORealEstateExperts.com

Website: www.SEORealEstateExperts.com

14362 N. Frank Lloyd Wright Blvd. Suite 1000 in Scottsdale, AZ 85260



Steve Taplin
CEO

Learn more about
Steve at:
www.SteveTaplin.com

Phone: 1-844-SEO-EXP1 Local: 480-376-2054

Website: www.SEORealEstateExperts.com

Email: info@SEORealEstateExperts.com



14362 N. Frank Lloyd Wright Blvd.
Suite 1000 - Scottsdale, AZ 85260

