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Presents

Generating and Converting Internet Leads!

with Tom Lyons



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Where Are Buyers Finding Their Homes?

NAR 2009 Profile of Buyers and Sellers Reports

That 36% of buyers found their home on the internet.

Another 36% found it with their Real Estate Agent

Only 2% found the home they bought from print advertising.



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You Have Two Weeks To Connect.

NAR 2009 Profile of Home Buyers and Sellers reports the average buyer spends

TWO WEEKS

searching online before they contact a Real Estate Agent and 12 weeks shopping.



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Here's What We Know!

Buyers are:

1. SHY
2. CONFUSED
3. LOOKING TO BECOME MORE KNOWLEDGABLE



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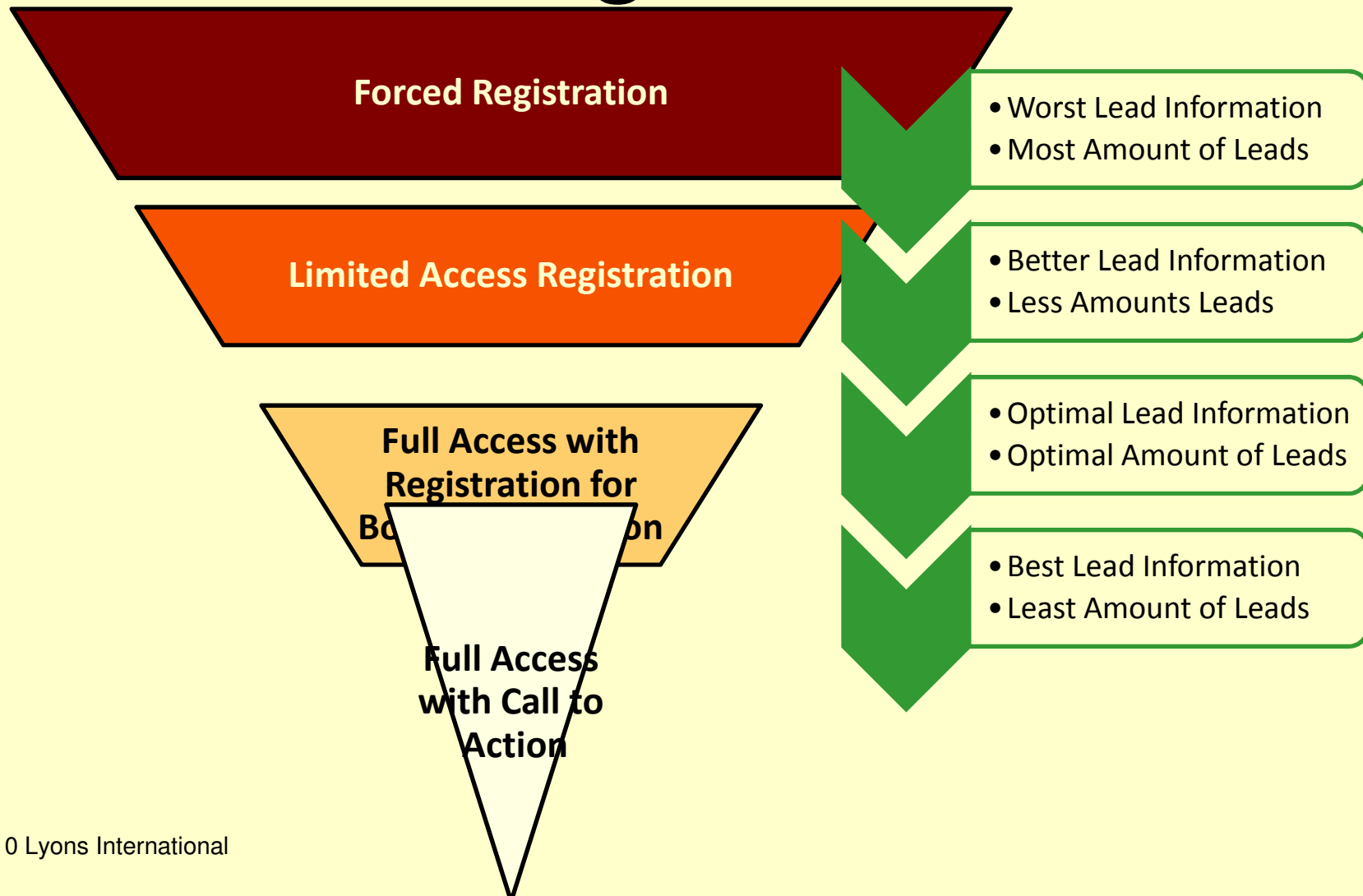
Here's Your Task

1. Build Trust
2. Make Meaningful Contact
3. Build A Relationship

All within two weeks and with incomplete contact information.



Making It Easier





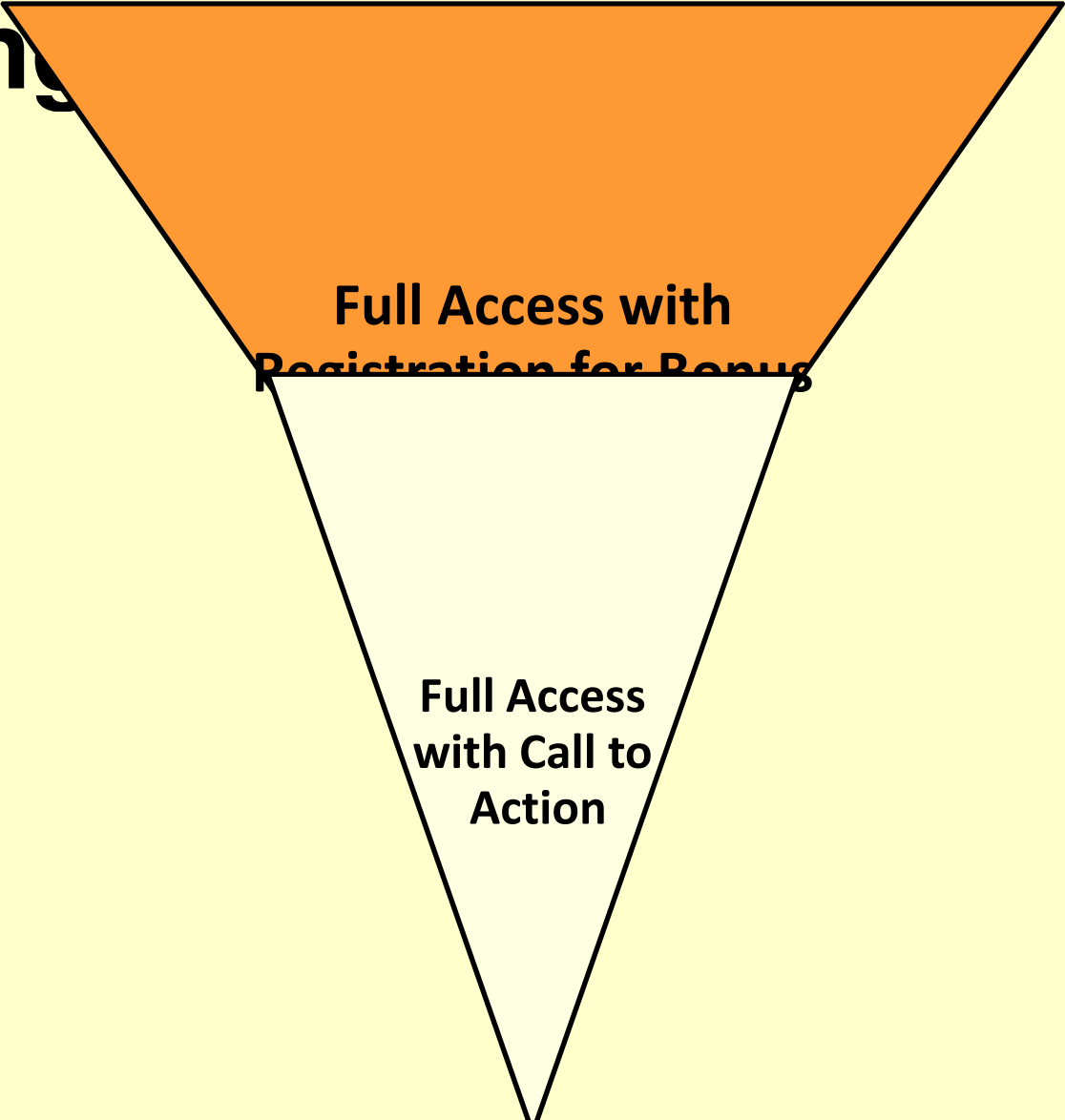
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Making

**HD Photos, Video,
Community Photos,
Community Video.**

**VIP Buyers Club,
Foreclosure Updates
Price Reduction Updates
New Property Updates
Offer to View Homes and Film
Area**





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Give Them What They Want

Buyers want one thing!

- Property Information

They can get the standard information anywhere. You need to offer better information if you expect them to respond to you.



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You Must Have A Follow Up Plan For All Leads

REALTOR.com survey data shows that for Real Estate Agents who don't respond immediately, the conversion rate is only about 2% whereas realtors who respond to an online lead immediately convert at 20%.

10X Better!!



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You Must Have A Follow Up Plan For All Leads

Understand that if they are visiting your site they will be visiting another Real Estate sites as well.

If you have the phone number call immediately. If you have the email respond immediately. Treat the internet lead with the same respect you would a referral or sign call.

BECAUSE THEY ARE THE SAME!

With every email you send to a lead, ensure that a response is requested.

Action Item - Have all web leads forwarded to your phone or a buyer agent's phone, as well as the office. Set a 5 minute response rule.



What To Send and When!

Day 1

- Call Contact in 5 Minutes
- Email Contact Immediately
- Send a Mailing if You Have An Address
- Follow Up Phone Call After Info Is Sent
- Confirm Contact Info, Facebook, Linked In

Day 2

- Give them what they want - Properties
- Include a call to action in every email

Day 4

- Follow Up Call To Client
- Send a Special Message/Offer/Video

Day 7

- Email more listing, make it personal, add call to action
- Follow Up Call
- Send Thank You Note



What To Send and When!

Day 9

- Send Free CMA offer
- Follow Up Call

Day 11

- Send Item of Value, Coupon or Contest
- Send more Listings
- Follow Up Call

Day 13

- Follow Up Call To Client
- Send a Special Message/Offer/Video

Day 14

- Send Final Email
- If Contact Info seems valid add it to your drip campaign.
- If not remove the contact from your database and move on.



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Example of What to Send

Initial Email

Hi [Name],

Thanks for stopping by my site at [website].
You will find the information you requested attached for your review.

In the meantime, I want to assure you that this is not an automated email but an actual live person and I realize that you are probably just gathering some information.

I realize you might not be ready to discuss what your needs are at this time. I completely understand, I've been there too! Over the next few days I'll do my best to send you properties and information to help you find your next home.

Also, keep in mind that my ability to help you is dependent upon understanding your particular needs and wants. So when you are ready to talk about your real estate needs further, I will be happy to assist you.

Have a great day, and I look forward to hearing from you.

[agent name]



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Example of What to Send

Initial Phone Call with Person

Hi [Name],

This is [AGENT] from realestate.com.

I see you were visiting our site, what type of home were you looking for?



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Example of What to Send

Initial Phone Voicemail

Hi [Name],

This is [Agent] from realestate.com.

Thank you for visiting our site, over the next few days I'll be sending you property information based on the information you gave me. However, I don't want to waste your time with incorrect properties, please call me and we can narrow down the list?

I look for to working with you, [Agent]



Ideas of Response Getting Topics

- Foreclosures
 - Price Reductions
 - Video Emails
 - www.eyejot.com
 - www.snapyap.com
 - Great Priced Properties
 - Free Gifts/Items Of Value
- Hi [Name],
- I just found out about a new foreclosure listing that I think might fit what you were looking for.
- These properties usually go pretty fast so please let me know if this might be something that interests you.
- [agent]
[phone number]



Getting Organized

- Get some type of contact management system.
 - Ixact
 - Outlook
 - Top Producer
 - A Binder
- Set reminders to ensure your leads flow through the system.



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HOW TO FIND OUT MORE!

Visit www.makingyoufindable.com/masters

Access to:

- Email Templates
- Phone Scripts
- Previous Presentations
- Future Presentations
- Video Tutorials



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HOW TO FIND OUT MORE!

Email me any questions you have:
tlyons@lyonsinternational.com

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- Join me on Twitter: www.twitter.com/tlyons