

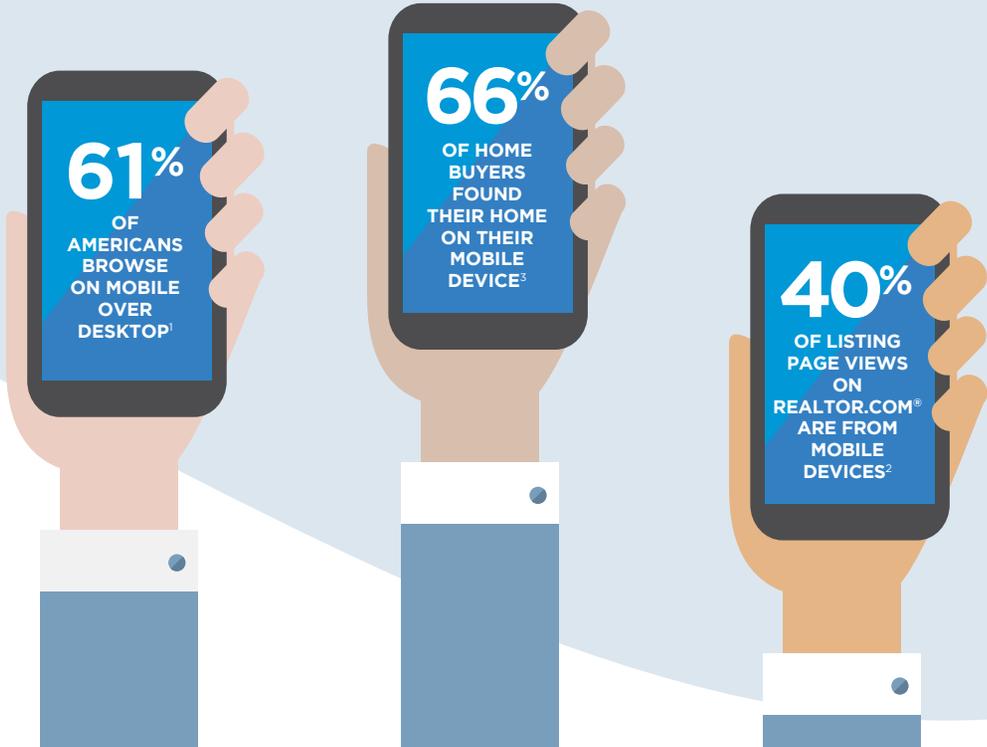
A close-up photograph of two hands. One hand is holding a smartphone, and the other hand is pointing at the screen. The background is a blurred office setting with papers and a person's torso.

5 TIPS TO IMPROVE LEAD CONVERSION

Today’s real estate consumer is increasingly mobile. A recent report from ComScore shows that more Americans are browsing on their mobile device (61%) than desktop.¹ It’s therefore no surprise that consumer real estate search websites have seen huge surges in mobile traffic in recent years.

Last year alone, ListHub delivered 13.5 million leads.⁴ With the increasing number of online leads it’s crucial to have an effective system to respond to your leads. Without a system in place you risk losing potential clients and countless dollars. Lead management is an integral practice for all professionals across every industry.

To maximize your efforts, we’ve put together 5 Tips to Improve Lead Conversion to help you effectively manage leads.



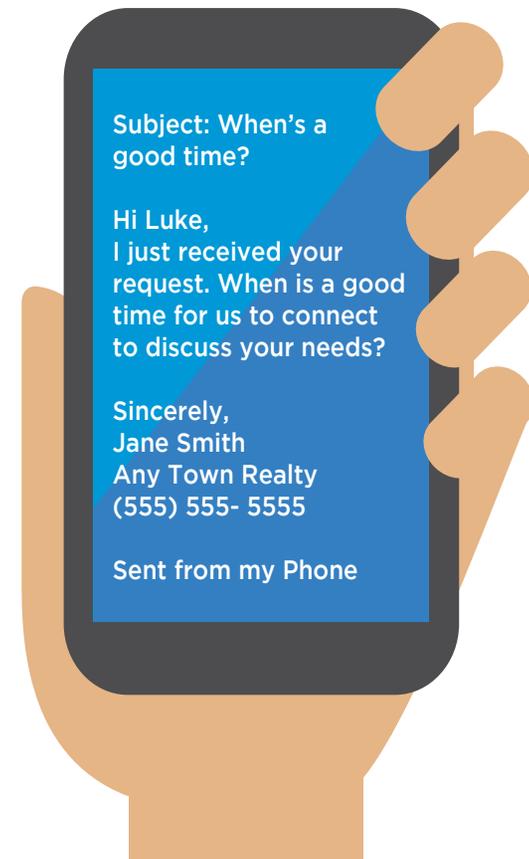
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RESPOND IN A TIMELY MANNER

It can be challenging to respond quickly to leads while also juggling the day-to-day work of a busy real estate professional. However, quick response is critical. If you're not following up with leads within 5 minutes, someone else is! It's imperative to be the first to respond to an inquiry. Not only will you impress the consumer and show them that you value their time and business, but studies have also shown that responding within 5 minutes can improve your contact rate by 900%!⁵

How can you respond within 5 minutes without being tied to your phone or computer every minute of the day? Easy! Leverage technology that will do the work for you. Use auto-response technology to give the illusion that you are quickly responding to emails and texts, even while on the road. However, avoiding the typical auto-response is key since most consumers can tell when they're receiving an auto-response and in some cases, the impersonal nature can be worse than responding with a more personal message a little later. What can you do to avoid this? Keep it short and to the point! You can use software such as FiveStreet to create auto-response text messages, allowing you to more easily connect with clients on the go.

PRO TIP: Keep your signature short and add "Sent from my Phone" at the bottom.



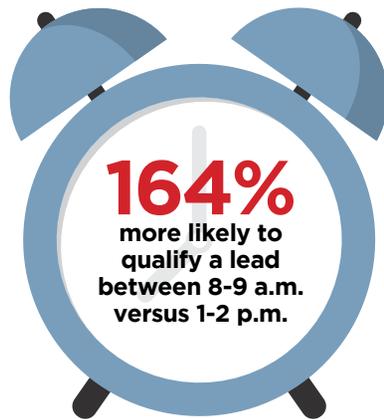
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CREATE A SCHEDULE TO OPTIMIZE FOLLOW UP

Studies have shown that Wednesday and Thursday are the most effective days for following up with new leads. To find out what works for you conduct tests to make sure that you are optimizing your efforts. Keep a call tracking sheet to monitor your call times and success rate in order to determine the most effective day and time for follow up. Most importantly, treat follow-up like an appointment that can't be missed. Put it in your calendar and set a goal for how many calls you want to make each week.

PRO TIP: Host a monthly call night at your office on a Wednesday or Thursday from 4 - 6 p.m. and make it fun! Order some pizza, offer incentives, and then set and track ambitious goals to motivate your team to get an appointment.

[Download Call Tracking Template](#)



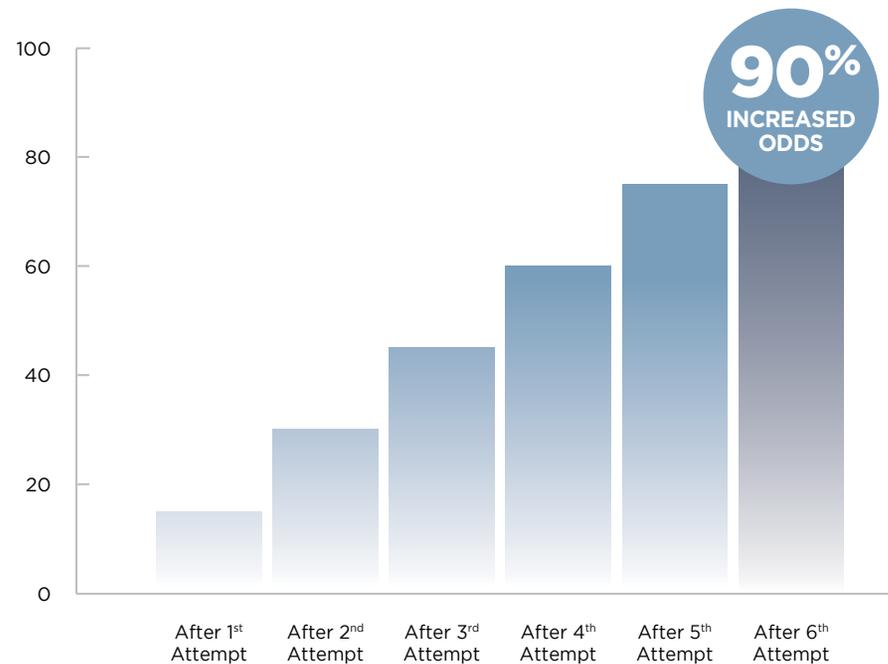
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BE PATIENT AND PERSISTENT

The chances that you'll make contact on the first call are slim; in fact, a study by *InsideSales.com* found that the odds of making contact improve by 90% after calling six times.⁵

Be persistent and continue to follow up with timely and relevant information to reduce call reluctance and improve response rates. Good opportunities for follow up include:

- Immediately after a lead registers on your website
- Immediately after a lead opens or clicks on your email
- Any time a lead is actively using your website
- Immediately after a lead sends a request (*CMA, showing, listing info, or financing assistance*)



4

OVERCOME OBJECTIONS

In communicating with a new lead, you may encounter objections right away. Although they solicited the contact, subconscious defensives are sometimes triggered without warning. As the real estate professional, you're aware that this objection stands between you and potential business. Instead of foiling under pressure, come prepared with subjective responses to handle difficult conversations. According to REALTOR® Magazine, it's best to build a strong mindset and create value when handling objections.⁷

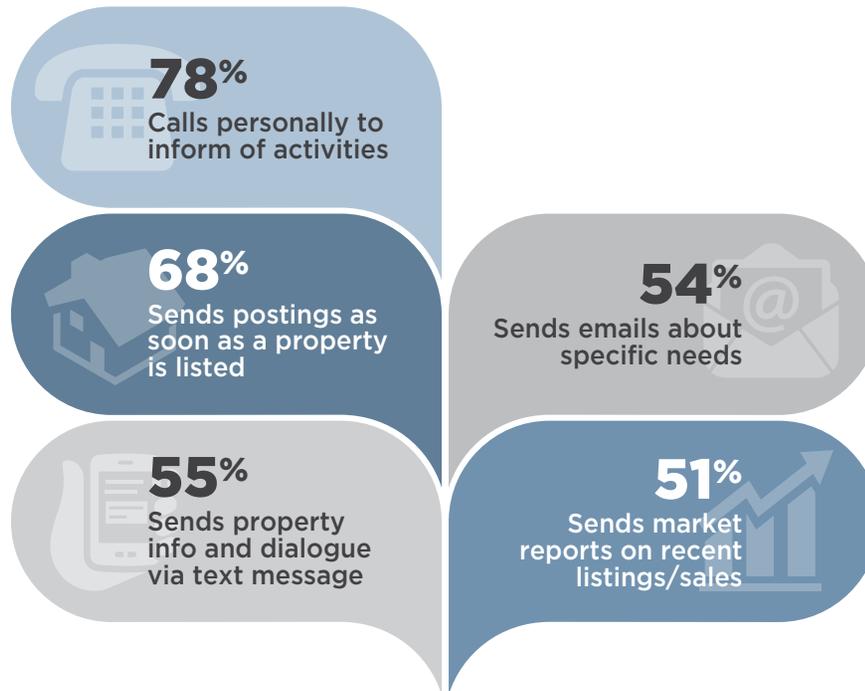
PRO TIP: Practice makes perfect! Rehearse your responses with other agents so you can be prepared the next time you are dealing with an objection. Your colleagues will likely have additional insights for how to overcome objections from their own experiences.



5

LEVERAGE TECHNOLOGY

Real estate is about people, and technology can't replace that. However, there are tools that can make your job easier while helping you build better relationships with clients. The National Association of REALTORS® surveyed buyers to rank which types of agent communications were most important to them.³ Below is what buyers said.



The right technology can ease and automate many of the day-to-day activities associated with lead management, allowing you to stay connected, gather information, and follow-up with your leads in real time. Position yourself for growth by investing and utilizing technology wisely.

Visit [ListHub.com/Products](https://listhub.com/products) to learn more about the technology that can help you convert more leads and keep in touch with clients at every stage of the real estate lifecycle.

For a **one-on-one demo** with a real estate marketing specialist, call 877.847.3394 x1 or email info@listhub.com.

Sources:

- 1: comScore, The Global Mobile Report, July 2015
- 2: comScore Mobile Matrix Key Measures, August 2015
- 3: National Association of REALTORS® 2015 Profile of Home Buyers and Sellers
- 4: ListHub internal data, December 2015
- 5: The Lead Management Response Study, 2009
- 6: National Association of REALTORS® 2015 Member Profile
- 7: Teach Agents 2 Keys for Handling Objections, REALTOR® magazine, February 2015

