

Convert More Deals

Real Estate Lead Conversion Principles

1.

What You Need to Get Started.

- You need low-cost leads & a large volume. Cost per lead at or under \$5 per lead will work well. Facebook is the #1 platform.
- 50 or more leads per month is recommended.

2.

Speed Matters.

- No middlemen. Send leads directly to the person working them.
- Work your leads within 15 minutes for 5x better results.

3.

Diagnose; Don't Delegate.

- Handing off your leads will most likely result in failure.
- If you MUST delegate, best practice is for you to qualify the lead and "set the hook", THEN delegate the grunt work (showings, etc.).

4.

Know What to Expect

- 10% of leads will be HOT (active, interested, communicating)
- 80% of leads will be COOL (looking/not talking, lower interest, longer timeframe)
- 10% of leads will be JUNK (Realtor's testing, bad info.)

5.

Divide & Conquer

- Segment your leads; put into "buckets".
- Keep best ones, send credit problems to repair, use rent-to-own to your advantage, put slow-movers into follow-up system.

6.

Focus & Win

- Focus on the best handful of leads. Don't chase everyone.
- Lead not responding? Forget them, move to the next lead.
- Your goal is to convert 1, 2, or 3 deals per month.

Get 100 Listings

