



GEOGRAPHIC  
FARMING

# Convert Internet Leads & Land More Listings

DIGITAL WHITEPAPER



You spend time, effort and money generating real estate leads, so it is imperative that you have a system in place for converting your leads into clients — a system that lets you move fast and convert leads before they lose interest or move on to another agent.

Successfully converting leads boils down to two things: follow-up, and persistent nurturing. The goal is to create a two-way conversation that builds a relationship.

If your lead-generation is working, you should be capturing a high volume of leads. This presents both incredible opportunities and incredible challenges. While nothing beats the personal touch of a phone call, your system should incorporate technologies such as automated text and email so you can follow up quickly without becoming overwhelmed.

## A Note on

## Lead Generation

This whitepaper assumes you have a solid lead-generation plan in place.

**If you're not pleased with your current lead-generation results,** view Tom Ferry's video tutorial on lead generation and download our digital whitepaper on using Facebook to get more online leads at [GeographicFarm.com](http://GeographicFarm.com).

### PRO TIP

Your lead-generation notifications should include a phone number and enable you to call or text a prospective client right away.



## Step 1

# to Converting Leads

## Be Prepared to Act Fast

If a prospective client came to your office or an open house, you wouldn't make them wait in the lobby. Internet leads should receive the same level of attention. **Make sure they receive a reply, whether by phone, text or email, within 5 minutes.** And never let a potential client's inquiry go unanswered longer than 20 minutes.

Responding quickly to a potential client is good common sense, but in the digital age, acting fast to follow up is not just something you should do, but something you absolutely must do.

- 1 According to a joint study from The National Association of REALTORS® and Google, **nine out of 10 home buyers rely on the internet as a search tool, and 52 percent use it as the first step.** People have come to expect instant gratification with Internet inquiries. If you don't follow up immediately, they will get the impression that you don't care, or that you are generally slow in responding to clients' needs.
- 2 When a prospective client makes an inquiry online, they are likely to still be on their computer or mobile device when you reply. This is incredibly important because you have only one opportunity to reach them in their moment of need, before they move on to another agent.

### PRO TIP

Try to set expectations with existing clients that you may, from time to time, need to take incoming calls. Explain that you're committed to always answering or promptly returning client calls, including theirs. And before taking a call, always ask permission first and keep the call as brief as possible.

## If you can't talk right away, have an email or text ready to go

There may be times when you simply can't immediately call to follow up on a lead ☒ but you can still let a prospective client know that you've received their inquiry and will call as soon as you are free by having pre-written texts and emails ready to send at any moment from your mobile device.

You could say something like, "Hi, thanks for your inquiry. I'm with a client right now, but will call you in a few minutes. What's the best number to reach you?"

## Step 2

### Turn the Inquiry into a Conversation

The first objective of the text example above is to give the prospective client an impression that you've taken the time to personally reply to their inquiry, even when you can't immediately call them. But closing with a question achieves a second benefit — it invites the prospective client to move from inquiry, to dialog.

Starting a conversation was easier in the days when people answered their phones. Many people these days prefer to communicate by text or email. They screen calls, but respond to texts. Sometimes, they simply may be at work or unavailable to pick up the phone, so a text or email are the only viable method of communication.

When you're starting a conversation by text or email, you have to be brief. You don't have the benefit of your voice to help make a connection, and you are competing for the prospect's attention with everything else they could be doing on their phones. Think about what kind of message might be compelling enough to steal someone's interest away from answering work emails, texting with friends, playing games, watching videos, or shopping, while also conveying a genuine sense of who you are.

### Qualifying leads so you can prioritize those who are serious

A good Internet lead-generation strategy will keep your pipeline filled with prospective clients, but you have to be careful not to load up your database with bad leads. Qualify leads by asking questions that uncover how motivated they are to buy or sell, how quickly they'd like to move forward, any worries or concerns they have, and if there are defining events such as the birth of a baby, a job transfer, or other life changes that affect their timetable.

Get them "talking" so you can move as quickly as possible from text/email to phone, and then find reasons to meet face to face.

## Step 3

### Keep the Conversation Going & Build a Relationship

Not every lead will be ready to buy or sell right away, so your communication strategy should include regular emails, text messages, and phone calls that meet prospective clients where they are in their process and appeal to people who are at different levels of readiness.

According to the Direct Marketing Association, **email drip campaigns produce returns of 4,300 percent, over time.**



### Focus more on solving people's problems than on selling yourself.

This is where fulfillment comes in. Fulfillment is what you give a lead — the questions you answer, the needs you meet. For example, you'll want to set up buyers on the MLS so they can start searching for homes online based on their own criteria, as well as provide sellers with regular neighborhood sales activity updates of other homes in the area and show them how this may impact the price or marketability of their home.

### Make your messages useful and entertaining.

Include lots of visuals and relevant information — for example, tips for home sellers to know which repairs and upgrades will help increase their home's value and which are a waste of money.

### Try to spark questions by teasing a key piece of information.

For example, if a prospective client is a home cook, you might close an email or voice message about a listing by saying, "The kitchen has a feature you're going to love. Give me a call and I'll tell you more about it when we talk."

### Motivate prospects to contact you by including strong calls to action and offer.

You could offer to connect a prospective buyer with a mortgage broker to help them get pre-approved for a loan and determine their monthly payments and down payments. Similarly, you could offer to help sellers determine where to spend money on improvements and to put them in contact with your preferred contractors to help them with any repairs they need done before listing their home.

## Nurturing leads takes persistence and, often, multiple contacts.

People are busy, and easily distracted. Assume your leads need and want helpful reminders and that they appreciate you taking the initiative to follow up, stay in touch, provide them with information they will find relevant and useful, and reassure them that you will be there for them when they are ready to move forward.

## Summary

— Be prepared to respond quickly to leads — within 5 minutes

— Use a diversified communication strategy that includes phone, email and text

— Turn inquiries into conversations by asking questions

— Build relationships by finding reasons to meet in person

— Make yourself an indispensable and trusted resource by offering relevant and useful information with a focus on solving problems.

— Be persistent



Want to Streamline &

Boost Conversions Dramatically?

The easiest and most cost-effective conversion strategy is to a service that does all the follow up for you. Geographic Farm, a leading real estate media and marketing firm, will customize a telemarketing strategy delivered across multiple media to ensure that home buyers and sellers in your geographic area will feel confident doing business with you when it's time to buy or sell.

You don't have to spend precious time every month trying to reach new customers. Depending on the package you choose, we will handle all of the follow up communication — even appointment setting and database management — so you can focus on locking down listings, closing sales and making commissions.

Serving your prospects with a personal approach that they appreciate and remember establishes you as the "neighborhood specialist," helping you to increase conversions.

## Choose the Best Program for You

### Hot Leads

Coverage: 9 a.m. - 8 p.m. local time, 7 days a week

Target "Speed to Lead": 5 -10 minutes

Local number for calls and text

Customizable office greeting for returned calls

14 Day Follow Up campaign with calls, email and text

Scripting, email and text copy – provided or customizable

### Nurture

Scheduled monthly phone and email follow up campaigns

Local number provided for calls and text

Customizable office greeting for returned calls

Scripting and email copy – provided & customizable

For more information, visit us at [GeographicFarm.com](http://GeographicFarm.com) and set up a consultation today!

#### About Geographic Farm

GeographicFarm is a new concept in turnkey, cost-effective real estate business development. A 360° marketing and media company designed to grow your brand, improve your business and increase your bottom line. We make your farming consistent, automated and effective. What is your time worth?



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