



REAL ESTATE PLAYBOOK

Home Search Lead Conversion

by **REALGEEKS**

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2nd edition, Digital Download, 2023

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PLAYBOOK

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WHO WE ARE

Real Geeks is a powerful, all-in-one real estate sales and marketing solution designed to help you convert, engage, and retain leads more effectively than ever before.

- ✔ Lead Generation Websites
- ✔ CRM
- ✔ Lead Cultivation

Generate quality leads while providing value to prospective clients with the best IDX website and CRM for real estate agents.

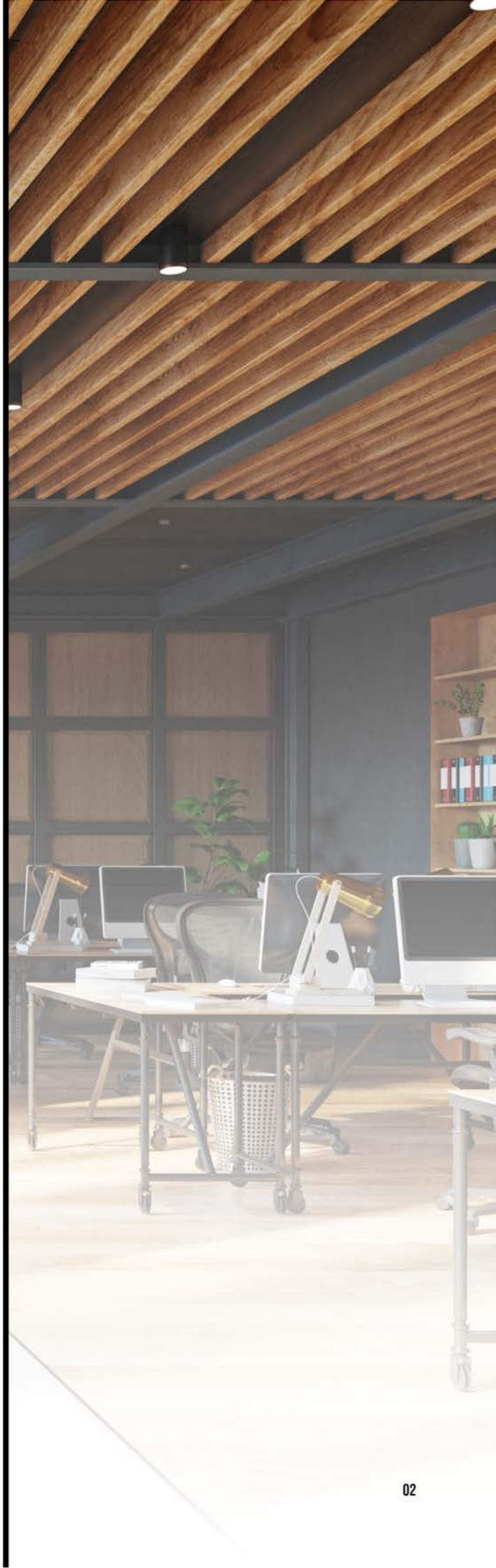
BUILT BY AGENTS, FOR AGENTS

Real Geeks was started 12 years ago by successful real estate professional Jeff Manson, and Purdue computer science graduate Kevin McCarthy.

DEDICATED TO YOUR SUCCESS

It's our mission to enrich agents' success with technology. That mission started as a website and CRM solution, then quickly grew into an entire platform of flexible tools—the ultimate home selling machine.

Learn more about **REALGEEKS**



WHAT ARE

INTERNET LEADS?

An internet lead is simply someone who has clicked on something. This playbook details how to contact, build a connection and keep these leads from falling through the cracks. Everything we've outlined here relies on the **typical mindset and path** of an internet lead searching for homes.

- Early stage or "just looking"
- Normally not committed to an agent
- Interested in your market
- Will usually buy within 3 years
- Typically first time home buyer

1

Googles
"Homes for Sale"

2

Lands on your
website

3

Registers

WHY INVEST IN INTERNET LEADS?



LONG-TERM INVESTMENT

WITH COMPOUNDING RETURNS

1-3%

TYPICAL CONVERSION RATE

Out of 100 leads, about 97 will tell you no



OF BUYER LEADS ARE

ALSO SELLER LEADS

Long-term conversions
& referrals

Leads	New Leads	Database	New Leads Transactions	Database Transactions	Total Transactions
Year 1	500	500	5		5
Year 2	500	1000	5	10	15
Year 3	500	1500	5	15	20

LEAD CONVERSION

IS A NUMBERS GAME

Goal Transactional Value
\$10,000,000

Assumptions: 12 months per year, 4 weeks per month, 5 days per week, 2% commission

Ratio Description	Ratio (X:1)	Percentage
Calls to contact	5	20%
Contact to appointment	10	10%
Appointment to show/list	5	20%
Show/list to close	1.5	67%
Volume per close	\$350,000	
Calls per hour	40	

Result:

To make an additional	\$10,000,000	in transaction volume in the next year		
I need to call leads for	1	hours(s)	7	minute(s) per day
and make at least	45	calls per day		

Take home = \$200,000

Activity Value Breakdown:

Activity	Value For Each
Call	\$19
Contact	\$93
Appointment	\$933

YOUR FORTUNE IS IN YOUR FOLLOW UP



1 HOUR A DAY

Assume a 5 day work week, dedicate 1 hour each day, aim for 45 calls per day.

45 CONTACTS A WEEK

On average, every 5 calls result in 1 contact. 45 calls 5 days a week = 225 total calls.

18 APPOINTMENTS A MONTH

On average, every 10 contacts result in 1 appointment.

43 SHOWINGS/LISTINGS A YEAR

On average, every 5 appointments result in 1 showing or listing.

29 YEARLY TRANSACTIONS

On average, every 1.5 showings or listings result in a transaction.



THE KEYS TO CONVERSION



RAPID

Contact in under 5 minutes



RELENTLESS

Get a response



REAL CONVERSATION

Develop a relationship



PROVIDE VALUE

Build rapport, establish credibility


RAPID | KEYS TO CONVERSION




CONTACT IN UNDER 5 MINUTES

Research studies conducted by Harvard Business Review show many companies are taking far too long to respond to new leads with an average response time of 42 hours (illustrated below).

Contact made with a lead in the first hour of registration is 7 times more likely to result in meaningful conversation than making contact even an hour later—and 60 times more likely than waiting 24 hours or longer to make contact.¹

 Ensure your Real Geeks CRM is set up to send **email, text, and in-app push notifications** the moment a new lead registers on your website.

 **Enable Real Geeks Sign-Up Responder Texts** to automate initial text reach outs to new leads.

New Lead Response Time Audit

2241 US companies audited by Harvard Business Review



RELENTLESS | KEYS TO CONVERSION

re-lent-less *adjective*: showing or promising no decline of intensity, strength, or pace

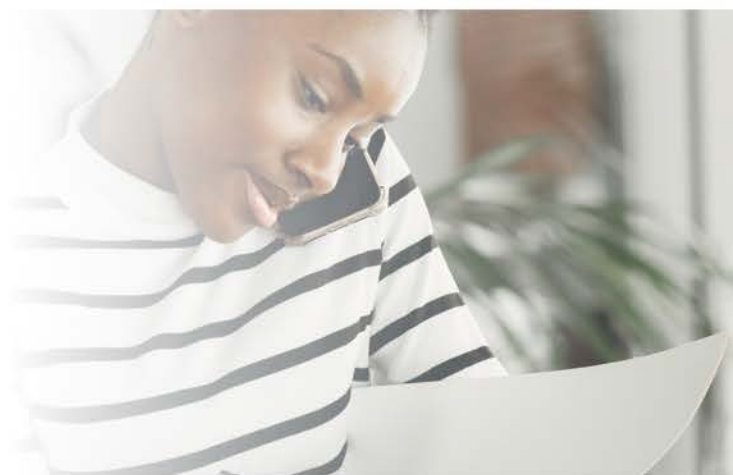


BLOCK YOUR CALENDAR

Utilize time blocking and daily schedules to ensure you're making best use of your time to maintain your momentum.

FOLLOW UP OFTEN

Establish a sequence outlining how often you will reach out to new leads. Start slow, ramp things up as you get comfortable.



STAY ORGANIZED

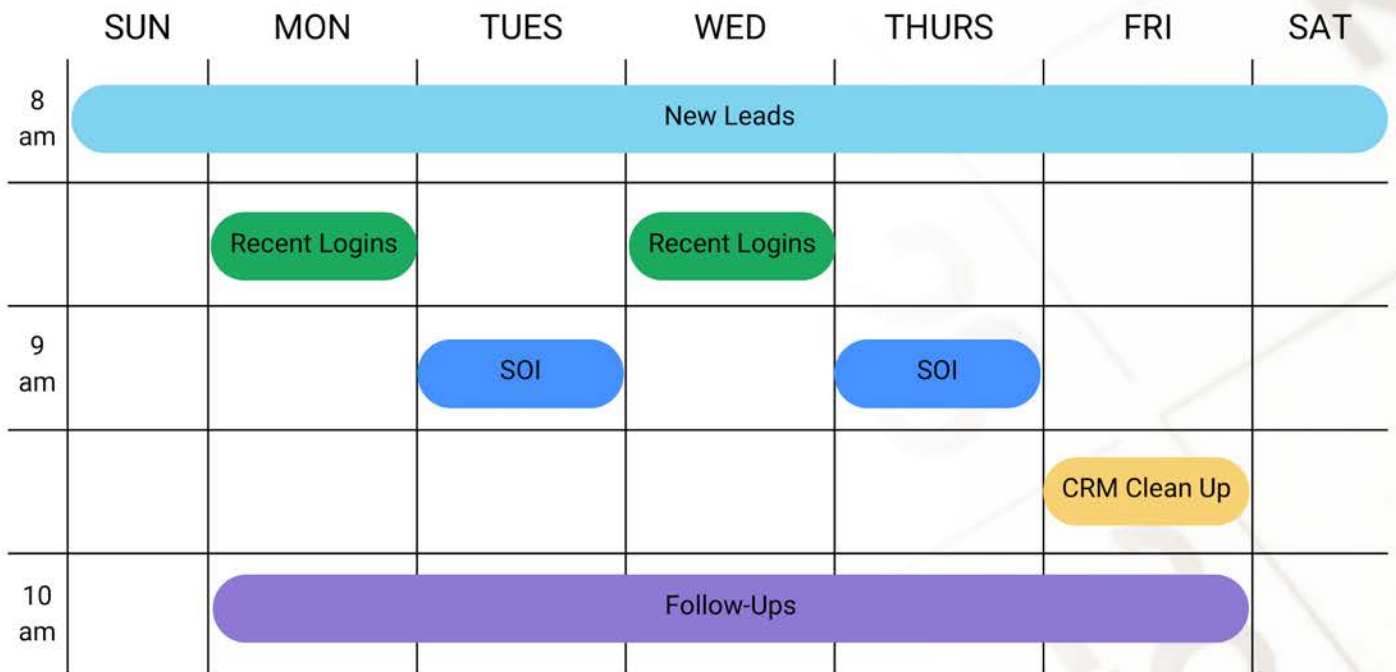
Follow a process for every call—from the number of times you will attempt to make contact, to your post-call tasks.




BLOCK YOUR CALENDAR

Blocking **1-2 hours on your schedule** to call leads each day is best practice.

The best prospecting block will depend on your market.

Try a morning block for 1 week. The next week, try an evening block. Compare answer rates to determine when you should be calling leads.



-  **Your prospecting block should be sacred**—mandatory, uninterrupted time each day dedicated solely to calling leads
-  Calling leads is a lot like a workout—tedious, but necessary if you want results
-  You may not have 2 hours a day to dedicate, and that's okay. **Start at a pace you can consistently commit to**

FOLLOW UP OFTEN

The following sequence is best practice for following up with new leads. When just getting started, you can decrease the number of reach outs per segment depending on comfortability.

01

Immediate Contact

When a new lead registers on your website, call them within 20 minutes²

02

Daily Contact

Call the lead once a day for 3 days

03

Weekly Contact

Call the lead once a week for 3 weeks

04

Monthly Contact

Call the lead once a month for 3 months

TOTAL: 10 contact attempts over 90 days

For **every call**, no matter what type of lead, complete the following actions:

- 💡 Call the lead
- 💡 If no answer, call again (**double dial**)
- 💡 If no answer, send a text
- 💡 **Vary the times you call**—if no answer in the morning, try an evening call on next attempt
- 💡 Log all call attempts and texts in your CRM
- 💡 **Complete post-call process**

STAY ORGANIZED

Keep leads from falling through the cracks—maintain organization by completing these steps in your Real Geeks CRM after each call.

Post-Call Process (per lead)

01
LOG

WHEN DID YOU CALL THE LEAD?

Log and label every call and text made (call 1, call 2, etc.)

02
FOLLOW-UP

WHAT IS YOUR NEXT ACTION?

Add a follow-up detailing the next action you plan to take (call tomorrow, call next week, etc.)


* No more than 1 follow-up at a time per lead

* Optional: *Add Reminder* to see the follow-up on your calendar

03
AUTOMATION

DOES THE LEAD HAVE A SAVED SEARCH?

 If buyer, ensure at least 1 Saved Search

 If seller, ensure at least 1 Market Report or Home Valuation

* **Most valuable feature** in your Real Geeks CRM ↑

Ensure all leads are on at least 1 Workflow

04

STATUS

WHERE IS THE LEAD IN BUYING/SELLING PROCESS?

Update status field on lead detail page to correspond with **pipeline stage**

* Status field breakdown page 16

05

TIMEFRAME

WHEN IS THE LEAD LOOKING TO MOVE?

Update timeframe field on lead detail page to reflect when the lead is looking to buy or sell

06

URGENCY

HOW OFTEN WILL YOU CONTINUE TO CONTACT?

Update urgency field on lead detail page to reflect how often you should contact the lead

* Urgency field breakdown page 16

07

NOTES

DID YOU LEARN ANYTHING ABOUT THE LEAD?

Add any additional information gained during contact to *Important Notes*

REAL CONVERSATION

KEYS TO CONVERSION

CULTIVATE THE RELATIONSHIP

Calls lead to conversations, and conversations lead to commitments. Commitments lead to closings, and closings lead to cash.

Success takes an authentic relational approach, not a transactional mindset.

- ✓ Abundance mindset—people will always need to buy and sell homes
- ✓ Focus on developing connections and nurturing long-term referral opportunities
- ✓ Ready to meet lead needs even when they don't involve a transaction



REAL CONVERSATION

KEYS TO CONVERSION

OVERCOME OBJECTIONS

The hard truth of calling leads is that no call will go as planned. The only guarantees are the objections—**they will say no**. Be prepared for them to tell you why they don't need an agent.

Do leads want to talk about real estate?

SW/SW/SW

Some will, some won't. So what? Validate and emphasize with their concerns. Make them feel heard.

“ *Just Browsing. Not Serious.*

Agree - Let them know you also like to browse, and you understand they're not looking to buy soon.

Ask - Find out what they might like to change about their living situation when they do eventually move.

“ *Not looking to buy for XYZ years.*

Appreciate - Convey that you're impressed by their vision and ability to plan ahead.

Ask - Discover their plan, hopes, and ideals for their future home purchase.



PROVIDE VALUE KEYS TO CONVERSION

As an agent, you are the expert—use this to your advantage by providing a valuable experience for every lead you connect with.

Share helpful information freely to establish trust, and reinforce why you are the agent to work with.

PERSISTENCE PAYS OFF

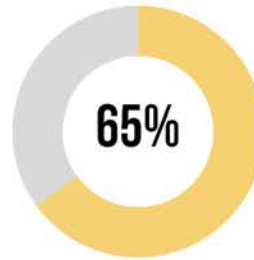
Be patient, positive, and persistent. Check-in with all leads on a monthly basis (see new lead contact sequence on page 11).

There is an abundance of "low hanging fruit" in the industry—leads waiting for an agent to consistently deliver on their initial promise.

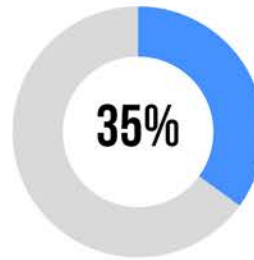
Success lies in your commitment to follow-through where others won't.



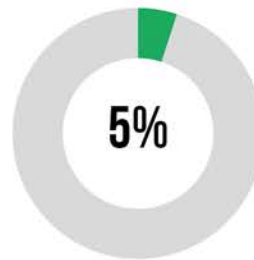
95% of agents will call leads right away



65% of agents will make a 2nd call



35% of agents will make a 3rd call



5% of agents will make a 4th call

PROVIDE VALUE

KEYS TO CONVERSION

Making connections takes practice.

Role play and test your talk tracks so scripted responses feel and sound natural.

MAKE A CONNECTION

Use the **FORD** method to build trust and establish rapport by asking the right questions to express your interest in getting to know a lead as a person.

Family

Share appropriate info about your family to break the ice on this insightful topic

"My daughter is coming to visit this weekend from California. Do you have any children?"

Occupation

Response will vary depending on the person's feelings about their work—makes for great conversation regardless

"How do you spend most of your time? Does work keep you pretty busy?"

Recreation

Engage a person in an area they're passionate about to create meaningful conversation

"How do you like to spend your time when you're not working?"

Dreams

Everyone has aspirations and goals. Get people talking about their dreams with open ended questions

"Do you feel like your life is exactly where you want it to be? What would you change if you could?"

STATUS FIELD BREAKDOWN

Keep track of a lead's status (where they are in buying/selling process) using your Real Geeks CRM

New	Brand new lead, needs initial outreach
Attempted Contact	Outgoing communication sent, lead yet to respond
Nurture	Lead responded to communication, working relationship being established
Appointment Set	Lead agreed to meet in person, and/or actively touring properties or preparing to list a property
Showing/Listing	Lead made or received an offer on a property
Contract	Lead is under contract to buy or sell a property
Closed	Lead has closed on their contract
Do Not Contact	Lead would like no further communication
Non-Client	Non-lead contact, does not belong in the sales pipeline
Past-Client	Lead closed on a contract with you in the past

URGENCY FIELD BREAKDOWN

Keep track of a lead's urgency (how often you should contact the lead) using your Real Geeks CRM

Fire	Daily contact
Hot	Weekly contact
Warm	Monthly contact
Long-Term	Quarterly contact

ENDNOTES

1. James B. Oldroyd, David Elkington, and Kristina McElheran. "The Short Life of Online Sales Leads." Harvard Business Review, August 1, 2014. <https://hbr.org/2011/03/the-short-life-of-online-sales-leads/ar/>.
 2. James, Geoffrey. "The Mad Scientist of Cold Calling." CBS News. CBS Interactive, January 18, 2010. <https://www.cbsnews.com/news/the-mad-scientist-of-cold-calling/>.
 3. Dorwart, Abbie. "How to Take a Relational Approach to Real Estate (and Why It Matters)." CENTURY 21 Signature Real Estate, September 21, 2022. <https://www.iowac21career.com/c21-concepts/how-to-take-a-relational-approach-to-real-estate/>.
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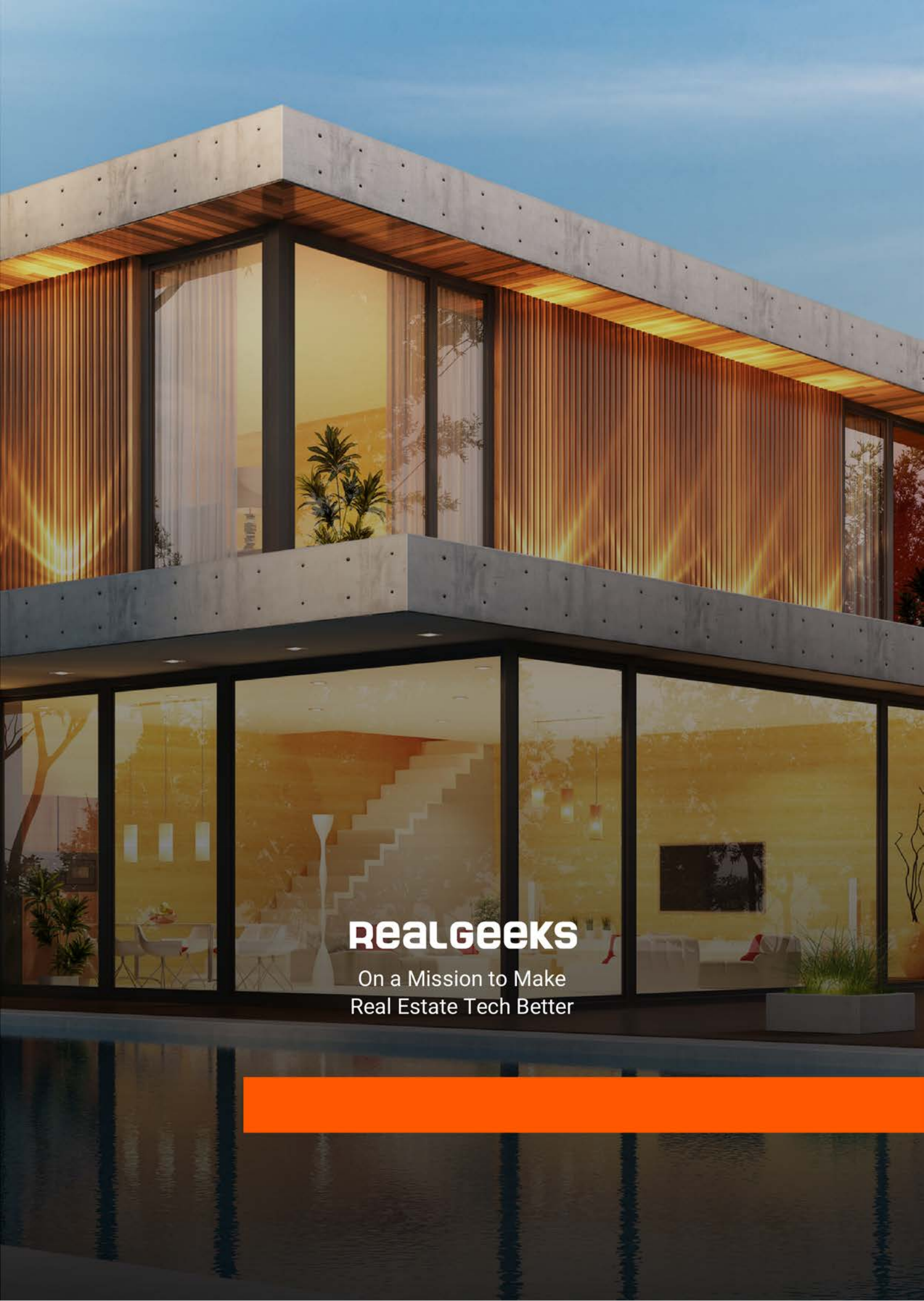
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