

THE 4 KEYS TO EFFECTIVE FOLLOW-UP

Most real estate agents are looking for some sort of secret strategy to increase their conversion rates and close more leads. The reality? It comes down to the work you do in contacting your leads, and following up afterwards.

Key #1: Preparation

Most people aren't prepared to follow up, because they don't practice...

Practicing is easier than you think, and role play calls are one of the best ways you can practice.

Working with a fellow agent, simply run through your scripts and objections.

This will help you sound more confident and better serve your customers.

Key #2: Average Response Time

How guickly are you following up with your leads?

Studies from MIT show that it is best to respond within the first 5 minutes.

Those studies also showed that if you responded within in that 5 minute window you were 10X more likely to connect and even convert the lead.

The average follow up time for sales people is 44 hours.

Don't be part the average, and follow up with your leads ASAP!

Key #3: Follow Up Attempts

How many times are you following up with your leads?

That same MIT study showed that at best, you've got a 33% chance of lead conversion on the first call.

As you probably already know, more follow ups increase your odds!

When you hit the 6th phone call, your odds increase to 90%

The industry average is only 1.5 attempts, and 55% of leads receive 0% follow ups at all.

Key #4: Get The Most Out Of Your Follow Ups

The follow up actions you take are based on a few things. Check out this guide below to get the most out of your follow ups:

Why

You need to be clear on your "why" when making calls.

This is your motivation to make those calls, and keep making them especially if it isn't easy.

Make a vision board that is visual while you're making your calls to remind you why you are doing the work.

Who

You need to determine who is making the follow up calls.

It could be you or you could outsource to an ISA or 3rd party company like Geographic Farm.

When

Do you know when the best time to make your calls?

Studies show the two greatest time frames are from 8a - 9a and 4p - 6p.

Basically when people are on the way to work and coming home from work.

How

Studies show that the majority of people still want to be contacted via telephone.

This doesn't mean you should avoid email, text messages, social media or in person meetings.

The point is to develop a plan to reach clients in a variety of different ways with a focus of contacting them within the first 5 minutes.

Have a system in place where you email valuable information.

For buyers this could be alerts on properties that are for sale.

For sellers send them a market snapshot of what their property is valued at as well the value of similar properties in the area.

Follow up isn't just about the short term; it is something that could go on for months!

It's Time To Follow Up!

What are you waiting for? Get out there and contact your leads!



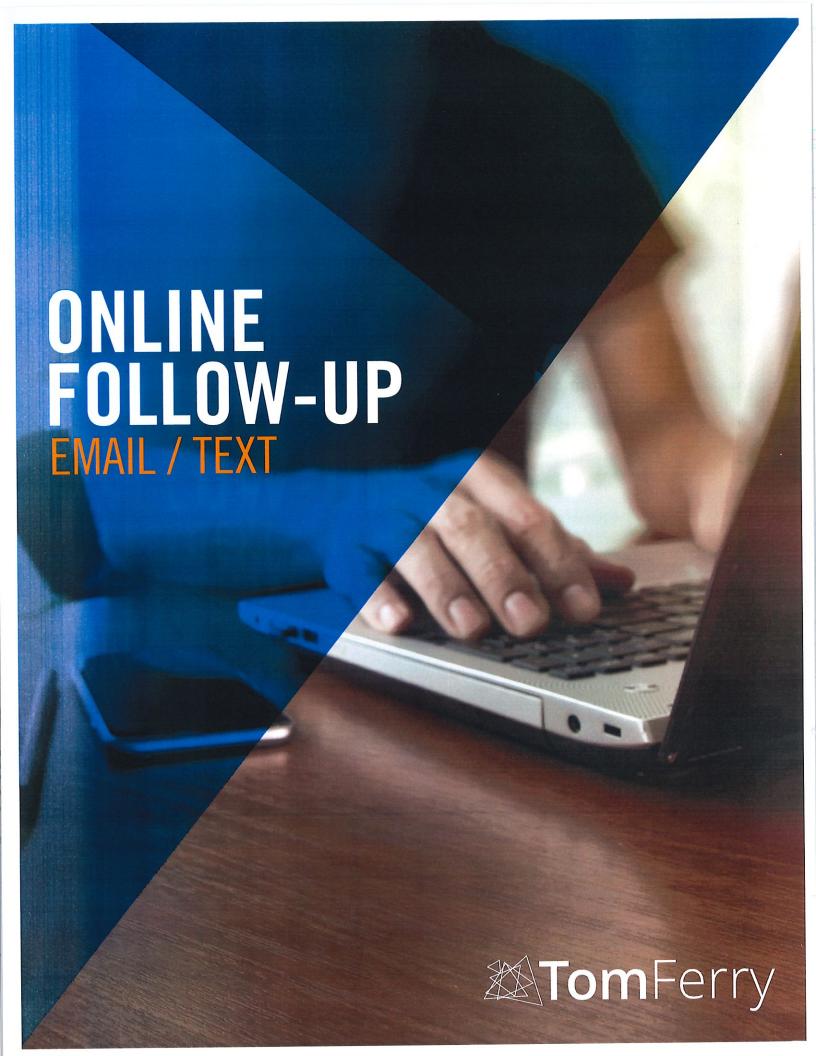


Remember that your intention from the call is to SET THE APPOINTMENT

Hi/Hey name this is (name) with (company).
1. You were recently on our site www and we wanted to thank you for registering
2. We received your request regarding getting a really good deal on a property in the area Is that the area you're looking to buy in?
3. What types of property do you like best Condos or houses? (Wonderful)
4. What price range are you looking to buy in? (Terrific)
5. I'm curious are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
6. Is your house currently on the market? (Really)
7. [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams could you get out of that lease immediately?
8. How have you been searching for homes?
9. Obviously since you are looking online you aren't working with an agentright?
10. What it will take for you to buy a home
11. Let's meet for 15-20 minutes so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.
12. What would work better for you? day/time or day/time.
13. Great! My office is at

14. My office number is
15. I'll send you out a confirmation email to
16. Is your email address still repeat (email address)
17. And is this the best number to reach you?
18. Every seller is going to want to know are you going to be paying cash or have you been qualified by a lender? (Perfect)
Cash: Terrific When we meet please bring proof of funds
Lender: Terrific our clients always ask us for a second opinion would you like one?
No Lender: With such a big decision who you work with matters we have a great relationship with he/she helps all of our clients why don't I have them give you a call?
19. Great thank you again and we look forward to assisting you!
20. Name will you do me a favor and let me know if something comes up and you can't make it at

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ONLINE FOLLOW-UP EMAIL / TEXT

To: Cc: subject:	
aujeot.	Sellers
Tha	nks for requesting a report on your home!
	e quick question while I pull the data together - have you made any upgrades t would affect your home's value?
То:	
Cc:	
	Buyers
Tha	nks for requesting a free home search account!
	e quick question while we get your account setup - are there any "must-haves" our next home?
To:	
ıbject:	Universal Reply
Gre	at questions, what's a good time and number to chat?

HOW TO USE VIDEO FOR ONLINE LEAD FOLLOW-UP

TomFerry

Does Video Marketing

Really Lift Response Rate?

- Videoretailer.org reported that using the word 'video' in the subject line helped achieve increases in open rates of up to 20% vs. no 'video' in the subject line.¹
- >>> Video in email can increase click-through rates by as much as two times to three times, according to David Daniels, former principal analyst at Forrester Research and current principle at Relevancy Group.1
- In a Get Response study of 800,000 customer emails, those containing video received, on average, 5.6% higher open rates and 96.38% higher Click Through Rates (CTRs) than non-video emails. 1
- SMS has eight times the response rate of email.



Tracle Thomas Norman

August 27 at 8:47pm · Rockville, MD

The video texts are working well... Especially for those people I've never been able to reach!

Unlike · Comment



Chris Speicher Love it.





August 27 at 9:15pm - Like - 🖒 1







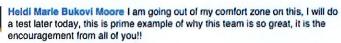
August 27 at 9:36pm - Like







August 28 at 1:22am - Like - 🖒 1



August 28 at 7:30am - Like - 🖒 1

Andy Niggles Its working for me too, I've sent out 7 so far and have gotten responses from 3, and the other 4 have ratcheted up their activity on livelovemaryland! Also its fun to record video in a button up shirt and suit jacket and boxers (keep your Facetime above the waistline!)

August 28 at 9:35am - Unlike - 🖒 6

Does video texting work? Check out the initial and final post from the Speicher Group's buyers' specialists.

¹ SmartInsights.com, May 29, 2013. Video email marketing.

Video Marketing Tactics & Examples

There are several options for creating videos.

Embedded Video: Provided by companies like BombBomb



The Speicher Group's Client Care Manager (ISA), Aileen McNamara, introducing herself to new leads.



CLICKThumbnail to
View

Static callout linking to a web-hosted video: The Speicher Group provides monthly market updates to their database.





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These monthly market updates are designed to give you the most recent and accurate statistics regarding the real estate market in Montgomery County, MD.

Consider these videos a "snapshot" of the most vital information pertinent to you when considering buying or selling a home. These statistics can help you make the best decisions when it comes to selling your property in the Montgomery County, MD area.



Buyer Tools Community Videos MORE -







Peggy Lyn Speicher of the Speicher Group provides critical information to buyers heading into the fall market. Disclaimer: Do not film any videos while driving.



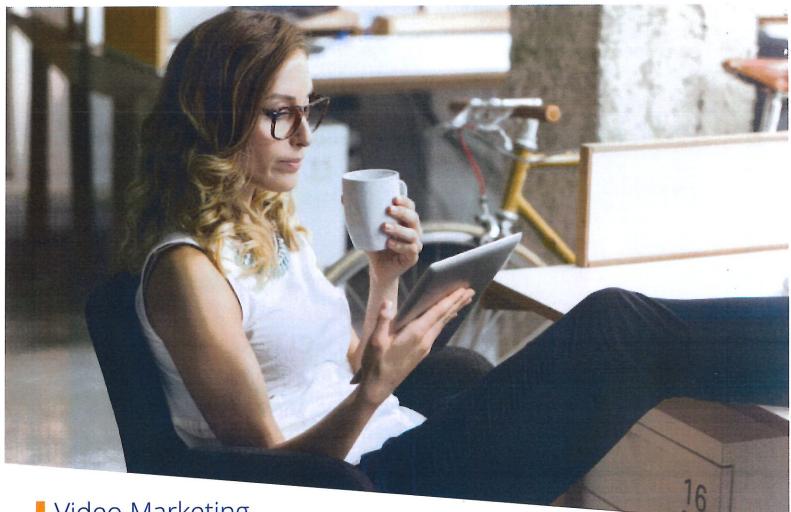
CLICK Thumbnail to View



Are you nervous to record videos? If so, practice with your team or a partner. Tracie Norman, a buyers' specialist with the Speicher Group, sent an update to Chris and Peggy Lyn Speicher so she could practice her video skills.



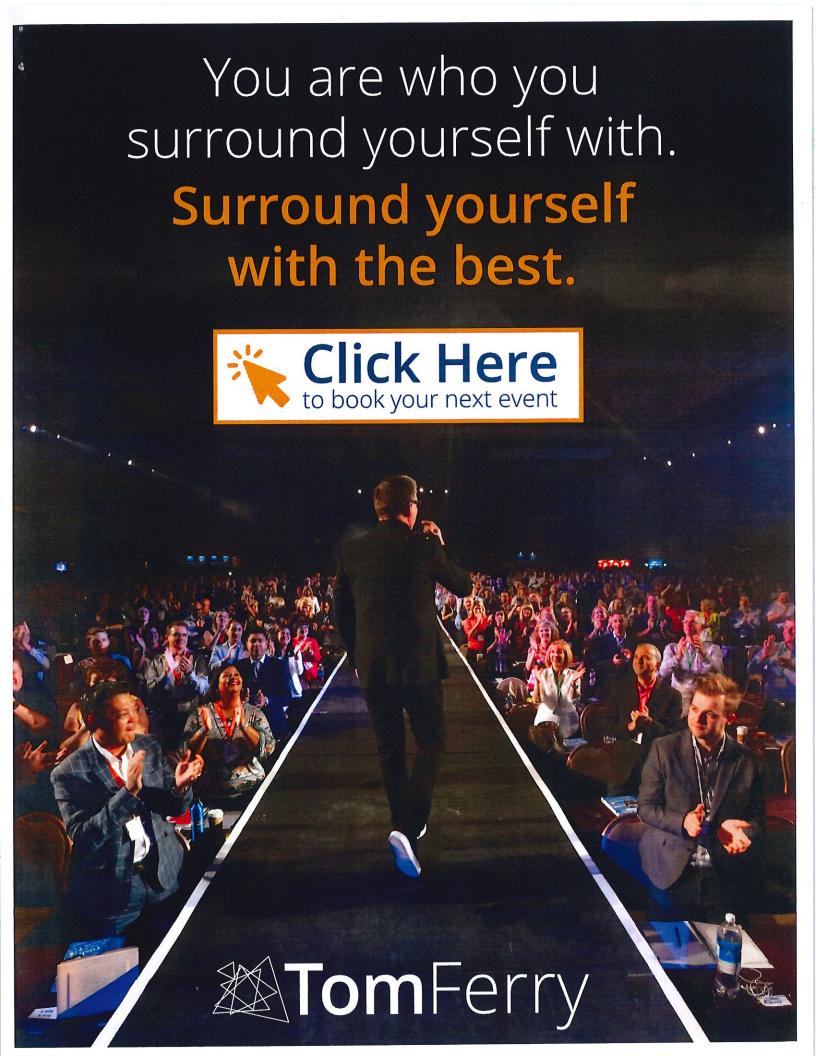
CLICK Thumbnail to View



Video Marketing

Best Practices

- Call out the video in the email subject line, use a play button in the video player/ player image and highlight in the email what happens when the video is clicked.
- Make the call to action a text link for subscribers who have blocked images.
- Keep full video length with audio to less than two minutes.
- Make sure the first frame of the video is acceptable for email clients that show static images only.



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