4 Steps to Make Leads Call YOU

Picture this: You’re looking over a list of new leads that you’ve acquired this week. As you scan the list and review the details, you probably think to yourself, “What do I say when I call these new leads?” That’s a tricky question, and perhaps not the right question at all.

Instead of wondering what you should say when you call a new lead, you should be asking yourself what you could do to make the lead pick up the phone and call you!

In a time when most leads are comfortable searching online, using email, and connecting via social media, real estate professionals should be careful with their approach and resist picking up the phone right away. Instead, spend time and effort, as well as employ the technology available at your fingertips, to demonstrate your value to a lead online, so that once that lead is ready to become more active, he or she will take the next step of picking up the phone and calling you. Consider these four steps for making this seamless lead generation and conversion happen:

1. Know what type of lead you’re working with

Every time a lead comes across your desk (or phone, or laptop, or into your office), take a few moments and identify the type of lead this person is: a hot lead, a moderate lead, or a low lead.

A **hot lead** is a person that has provided a valid phone number, has expressed that they are ready to buy, doesn’t have an agent yet, and has demonstrated that he or she is willing to work with the first agent who shows an understanding of his or her needs.

A **moderate lead**’s main goal is collecting information. He
or she has gone online to do some research, but now needs help, including relevant content, in order to make decisions that will move the process forward. Usually, a moderate lead wants to maintain some privacy by communicating via the Internet.

Finally, a **low lead** is “just looking.” He or she is probably 10 months to a year out from actually making a purchase. This lead isn’t ready to have one-on-one conversations, is difficult to engage, and may already have an agent.

Knowing the activity level and mindset of each individual lead can help you to cater your approach, messaging, and frequency of communication, increasing your conversion rates.

### 2. Identify demographic traits and cater your message

In addition to knowing how active a lead is, consider his or her demographic information in creating a customized approach. Most leads can be broken into four demographic groups:

**Millennials** are potential buyers under the age of 35, many of whom are interested in buying their first home. They’ve been born into technology and fully understand the Internet and how to utilize search engines, websites, and social media to enhance their home buying experience.

**Generation X** leads are between the ages of 35 and 47. Most of them have purchased their first home already, but may be ready to “trade up.” These buyers tend to value suburban amenities like good schools, parks, and other family-friendly features.

**Baby Boomers** are a large group, comprised of leads between the ages of 47 and 65. This group can have a diverse set of needs. Some may be looking towards retirement. Others may be “empty nesters” looking to downsize to a smaller home or purchase a vacation or investment property. Still others may have been hit hard by the recession and are interested in downsizing for financial reasons. Within this demographic group, it’s important to ask lots of questions to determine these leads’ motivation.

**Tradionals** are leads over the age of 66. Most are retired or approaching retirement. They may be looking for smaller or more efficient living spaces that will help them transition into later stages of life. Some may also be looking for vacation homes or second homes.

When you make first contact with a lead, whether it’s through a referral, your website, Craigslist, or somewhere else, sometimes it’s hard to know which demographic group they fit into. The key is to ask insightful, open-ended questions in order to ensure you know what type of buyer your lead is, and consequently, what kind of services they’ll expect from you.

### 3. Engage, four ways

Once you’ve determined how active your lead is and what type of home and buying experience your lead is looking for, it’s time to turn up the heat and really engage that lead, and to encourage him or her to pick up the phone and take the next step in becoming your client.

First, keep the lines of communication open with your lead by **sending out listings based on what you know about his or her needs**. Use the business intelligence you have at your disposal to make sure you’re sending listings that are fresh and interesting. Plus, always include a call-to-action that drives these leads back to your website. That way,
your back-end system can constantly be gathering new information about this lead’s evolving wants, needs, and timeline.

Next, **provide up-to-date neighborhood data.** While this type of information is more important to certain demographic groups than others, sending out neighborhood data demonstrates your expertise, helps your leads to view you as the neighborhood expert, and—most importantly—provides a value proposition to your business. Note that this content should be coming from your website, which encourages leads to keep returning to your website for the most relevant information.

Set your lead up with **daily listing alerts.** Utilize the timesaving technology available to you in your CRM system to set these alerts up. Not only are you providing value by keeping this prospective client up-to-date on what’s available in the local market, but you’re also keeping yourself top-of-mind on a regular basis. Plus, these daily listing alerts provide a reason for your prospect to contact you directly, when something catches his or her eye.

Finally, utilize an integrated marketing center. Similar to daily listing alerts, creating and deploying marketing campaigns through your CRM system help keep the lines of communication open between you and your future clients. Plus, you’re able to tailor relevant content based on a lead’s activity level, demographic information, and other facts you have learned along the way.

When you are consistently sending relevant, interesting, and helpful communications that cater to each individual lead, you’re encouraging the lead to pick up the phone and call you, not someone else, when he or she is ready to take the next step in the home buying process.

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**4. Keep driving leads to your website with a six-day communication plan**

You may wonder when is the best time to perform all the actions we’ve just talked about. Of course, you don’t want to bombard your leads with too much information or too many contact strategies at once. So, consider introducing your leads to everything you can do for them over the course of a six-day period. And remember, every piece of communication should route a lead back to your website—the place where you’re able to provide the best information:

**Day 1:** Begin by sending a recommended listing that links to your website. This is your first opportunity to show a potential client that you are receptive to the type of home he or she is interested in.

**Day 3:** Reach out to your lead again with neighborhood data that you think will be helpful, like school district information, demographic trends, or facts about the neighborhood.

**Day 5:** Set your lead up on an automatic daily listing alerts today, ensuring that he or she sees all the newly listed properties that fit the criteria.

**Day 6:** Add your lead to a targeted marketing campaign that takes into account activity level, demographic information, needs, and wants. Always make sure that these marketing campaigns encourage repeat visits to your website.

When you’re able to identify the activity level of a new lead, interpret needs based on demographic information, and start systematically providing information of value that demonstrates your expertise, you’re well on your way to having leads pick up the phone and contact you.