Four Ways to Stir Up Your Database and Find Opportunities

Leads, leads, leads. They’re probably always on your mind. Where to find new leads, how to respond to them quickly, and what it takes to convert them into clients.

While you may spend plenty of time focusing on the best way to find new leads, have you thought about the valuable, qualified leads that may already be in your database? Most real estate professionals have an existing database that’s full of all types of leads they’ve collected over time.

Why not spend some time working the leads you’ve already acquired? Consider these four best practices for stirring up your database and finding new opportunities.
1 Reach out

Spend some time discovering the types of leads that are sitting in your database. Even better? Segment those leads so you have a better handle on the best strategies for reaching out to a specific group. Your database likely includes dormant leads, newer or active leads, past customers, and referrals.

Market Leader research has shown that 90% of buyers would use the same real estate agent or recommend him or her to their friends and family. All it takes is one well-timed communication reminding leads in your database that you’re available.

Choose a campaign that best fits the demographics and needs of your database, whether it’s an email campaign, print postcard, holiday card, social media campaign, or something else. The key is making contact. Strive to connect with your database at least once a quarter.

2 Work in your database every day

Many times, what keeps agents from getting into their database and reaching out is the fact that their database is probably outdated. When a database has been sitting dormant, it can take some time to get it ready to be utilized again, since contact information needs to be updated, old information deleted, and segmenting completed. Spend the time now.

Once you have tidied up and updated your database, make working in your database a daily habit, even if it’s just for a few minutes. When you do a bit of maintenance every day, not only is it a less daunting task overall, but there is no longer the time-consuming barrier of updating your whole database prior to sending out a campaign. Instead, it’s always ready to go!

You’ll also be more familiar with who’s in your database, why they are there, and when they’re likely to become active again. Being more familiar with your database helps your communications be more appropriate, timely, and relevant.
Now that you’ve cleaned up and organized your database and reached out to your leads, why not take some time and set your most promising leads up with a year-long drip campaign. Now is a great time to get leads on an automated campaign, as you’ll be top-of-mind in time for the peak spring and summer buying season.

Drip campaigns help you be in the right place at the right time. Once a lead is ready to engage, you’ve already established yourself as a valuable resource.

Set up ongoing campaigns

While any communication you send out is better than nothing, always take the time to make sure you’re sending something that’s relevant to your audience and that demonstrates your value as a real estate professional.

For example, offer MLS listings, demographic information, facts about interest rates, market trends, and any other pieces of information that you think your leads will find interesting, appropriate, and relevant. That way, you’re showing that you’re an expert that they can trust, and that you’ve taken the time to send information that is important to them, instead of filler.

By spending some time giving your existing database a little bit of attention, you’re increasing the possibility that as soon as one of those leads is ready to buy or sell, you’ll be the first agent they call. The average real estate client only spends one day interviewing agents and only interviews one agent overall—make that agent you!