For the Love of Real Estate

For veteran agent Coleen Brennan of Berkshire Hathaway California Properties in Newport Beach, her 25+ year career in real estate is more than just a job—it’s her passion. In fact, when you talk to Coleen, you’re far more likely to hear the word “love” than you are to hear the word “work.”

And, much of that happiness has grown out of Coleen discovering that she loves generating and working leads, especially with her Market Leader system. This passion for finding leads, turning them into clients, and closing sales has catapulted her into the top 1% of agents in the Berkshire Hathaway HomeServices network.

“You have to invest your time, you have to invest your energy, and you have to invest money in order to be successful in this industry,” Coleen says.

A Dedicated Lead Generation System

The road to success starts with leads, and Coleen finds roughly half of her clients through referrals, and the other half through her online lead generation efforts, which she is able to manage quickly and easily from her streamlined Market Leader system.

“It allows me to know who to concentrate on—who is looking for real estate now,” she says. “It shows me who is on my website and what listings they are looking at in real time, which allows me to use my time more efficiently.”

Compared to the 7, 8, or 9 hours a day she used to spend trying to drum up leads, Coleen now spends just a few hours every day managing her database and nurturing leads in all stages of the buying and selling process.

Market Leader aligns with tools provided by Berkshire Hathaway Home Services. Coleen leverages the brokerage-provided website to lend brand
credibility and additional lead generation. She prefers to save time by routing each lead through her Market Leader website and back-end system. That way, she can access every single lead’s search history, communicate via pre-set drip campaigns, and know exactly what a lead is searching for.

“It’s endless, the amount of information and service I can provide to these people in a short amount of time,” she says.

But where specifically is Coleen finding her leads? In addition to unpaid Internet leads and referrals, Coleen ensures that she’s receiving a steady stream of leads by purchasing exclusive buyer and seller leads through Market Leader’s Leads Direct and HouseValues.com, respectively.

“I’ve bought leads from all the other guys in the past, and they may send [the same lead] to three to five people,” Coleen laments. “I don’t want to pay for something like that. [Market Leader leads] are exclusive to me. They may have looked at another site at some point, but it’s my job to be able to convert them with my experience and my offerings,” she says.

With her purchased leads, Internet leads, and referrals combined, Coleen is definitely staying busy, and she attributes 40% of her business to her Market Leader system.

“The money just comes in, because I have enough leads to work on,” she says. “I have too many leads, actually! I love it! It’s like playing the slot machine, and every time I pull the lever, I win!”

**Service, Not Sales**

With a pipeline that’s always full of leads that will be ready to buy or sell now, in three months, in six months, or in a year, Coleen doesn’t waste time or energy worrying about when she’ll close her next deal.

“My business is consistent, and that’s a great feeling,” she says. “You can give [your leads] the time, the attention, and the service, because you’re not anxious about where your next transaction is coming from.”

*And, service—not sales—is the name of the game.*

“I’m not selling them a home—I already have a home,” she says. “I want them to be happy with their home. I bought these leads, these people need service, and it’s my job to give it to them.”

“The people you meet are so much fun,” Coleen says. “I worked with this young couple recently. We put in 13 offers and were finally successful, and they’ve referred six people to me in the span of the last six months. You just do the right thing and have the confidence in your business to know that you have the time to do the right thing.”

**Passion for an Always-Evolving Business**

With a consistent pipeline, a strong network of referrals, and Market Leader’s comprehensive lead generation and engagement system in her toolkit, it’s not surprising that Coleen has found success in her Southern California market. But, that doesn’t mean that she’s just coasting and relying on the tips and tricks that she’s already comfortable with.

“I’m kind of an old dog learning new tricks,” she jokes. “I’m very focused and I work in my business. By that I mean I come to work, work my leads, go out and show properties, write contracts, do the transactions, and go to the bank. I need to take a little time to work on my business.

“How can I convert these leads? There are so many more things that Market Leader has to offer. I’m always changing my goals to meet whatever I want to do next. I have so many ideas, and so many campaigns that I want to do!”

**To learn more about how Market Leader can power your business, please visit www.marketleader.com or call 1-888-820-4778.**