Quick Tips for Communicating with Leads

There’s no point in having leads if the tactics you use to communicate with them are falling flat, or worse, scaring them away. Use the guide below to start engaging and nurturing your leads more effectively.

- Learn how to segment your leads
- Learn which channels you should use to communicate with leads
- Know how often to communicate
- Know what to communicate

Start by segmenting your leads into different buckets:

- New Leads
- Passively Searching
- Actively Searching
- Sphere / Past Clients
New Leads

**Characteristics:**
- Just thinking about buying
- Probably not talking with other agents
- Noticing real estate related news and info
- Seeking information from friends, family, and online

**Triggers:**
- Family changes (marriage, having kids)
- Relocation
- Demographics shifts (baby boomers downsizing)

**How to approach:**
- Contact them immediately, but don't sell
- Let them know you’re available for questions
- Don’t rush engagement, let them come to you

**Messages to use:**
- Neighborhood info and comparisons
- Listings, listings, listings
- Listings must match their search criteria… which you better know!

Learn more at www.marketleader.com/journey
Passively Searching

Characteristics:
• Browsing listings online, but still far from buying
• Exploring what they want and what they can afford
• More likely to communicate via web & email
• Not ready to choose an agent, but need expertise

Triggers:
• What’s available?
• Can we afford what we want?
• What are my financing options?

How to approach:
• Be found online!
• Ensure your website is a source for information, not a sales or marketing pitch
• Reach out on their terms. Don’t rush a meeting.
• Email with relevant information to develop trust and stay front of mind

Messages to use:
• Listings, listings, listings
• Seem familiar?
• Keep it service, not sales!

Learn more at www.marketleader.com/journey
Actively Searching

**Characteristics:**
- Ready to tour homes in-person with an agent
- Aware of what they want and what they can afford
- Want specifics about the buying process
- Need recommendations based on experience

**What they are thinking:**
- How many homes do we need to see?
- What’s your level of expertise?
- What are your recommendations based on my needs?

**How to approach:**
- Be available to meet in person and tour homes
- Offer recommendations based on their criteria
- Provide specifics on the home buying process
- Respond quickly

**Messages to use:**
- Respond to their needs…still service, not sales
- But you can push harder in this stage
- Be flexible…use your expertise

Learn more at [www.marketleader.com/journey](http://www.marketleader.com/journey)
**Sphere and Past Clients**

**Characteristics:**
- Comfortable in their day-to-day
- Not thinking about real estate
- Appreciate information about their home's value
- Likely to buy again in 5 to 7 years

**What they are thinking:**
- Is my home going up or down in value?
- What's going on in my local market?
- My friend is looking – who should she talk to?

**How to approach:**
- Use automation tools to stay in touch
- Provide gentle reminders of their home's value and market conditions
- Connect with them on Social Media
- Ask for referrals

**Messages to use:**
- Birthday cards
- Home-purchase anniversary notes
- Newsletter

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Communicating by Email

The most popular and most misused channel

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<th>Pros:</th>
<th>Cons:</th>
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<td>✓ Low-touch (also a con in certain situations)</td>
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<td>✓ Can be very time-consuming if not automated</td>
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Which segments should you email? All! But in different manners:

New Leads
• Email is great…it’s low-touch, perfect for not scaring off leads that are still far away from their transaction.
• Listings, listings, listings

Passively Searching
• Very similar to new leads…low-touch
• Build that relationship!

Actively Searching
• Transactional emails – new recommended listings, connections with lenders, etc.
• Make sure you’re responding quickly!

Sphere/Past Clients
• Keep in touch – automate it!
• These emails can be more personalized – you have a relationship already

Bottom Line:
Email is great for communicating with leads that aren’t ready for phone calls and face-to-face meetings.
**Communicating by Phone**

Before email, the phone was King!

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<tr>
<td>✓ High-touch (also a con in certain situation!)</td>
<td>✓ Can scare prospects off</td>
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<tr>
<td>✓ Extremely targeted conversations</td>
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**Which segments should you call?**

**New Leads**
- No! Now is not the time to call…you don’t have that relationship yet!

**Passively Searching**
- Proceed with extreme caution…follow the same rules as new leads

**Actively Searching**
- Yes! You have that relationship
- Quick responses are key for this bucket – phone is great for this

**Sphere/Past Clients**
- You have the relationship, but usually not the compelling event to call.
- Maybe on special occasions – home-purchase anniversary

**Bottom Line:**
You’ve got to have the relationship with the lead to call them. Best to use the phone for the transactional communications.
Communicating by Social Media
Everyone’s doing it, but few do it well

Pros:  
✓ Free  
✓ Potential large reach

Cons:  
✓ Done poorly, it can be a time-suck with little return  
✓ Impossible to target these messages by segment

Social Media Tips
Post engaging content that establishes you as the neighborhood expert. Don’t post listings!

- Make use of groups and target your posts accordingly.
- Keep your profile photos clean and appropriate.
- Ask for comments / likes / shares. This will get your posts promoted so more eyes can see it.

Communicating by Print-Mailers

Pros:  
✓ Harder to ignore than an email  
✓ Highly customizable

Cons:  
✓ Expensive compared to digital and online marketing

Which segments should you send Print-Mailers?

New Leads
- Targeted print marketing is a great way to generate new leads
- But you don’t want to build the relationship through print – use print to drive them to your website

Passively Searching
- Too expensive to build that relationship… don’t use print in this phase

Actively Searching
- Too Slow

Sphere/Past Clients
- Great idea…communication speed isn’t the most important
- Use fun print mailers to keep in touch

Bottom Line
Print marketing is great for lead generation, but too expensive to build relationships. Use print to drive prospects and past clients back to your website.
Communication Frequency
Frequency can vary a bit by channel, but best to think of frequency rules by lead segments

New leads
• Don't scare them off!
• Email them immediately when they register with you (automate) and weekly with recommended listings (automate!)

Passively Searching
• You've got a relationship with the lead now…can up the frequency
• This is a crucial phase for determining frequency…try and straddle that fine line between not overloading prospects and pushing forward the sale

Actively Searching
• As frequent as needed! Responding quickly is key

Sphere/Past Clients
• Monthly. Maintain the relationship.
• When these clients start looking for another home, move them to another bucket

Communication Content
Best to think of content via segment…and then choose the appropriate channel.

New leads
• Welcome emails – very quickly after initial content. Introduce yourself, no selling.
• Listing alerts – based on the past search history.
• Again, no selling, only service

Passively Searching
• Listings, listings, listings
• You've got a better idea of what they're looking for now – include some neighborhood information and comparisons
• Market conditions and changes
• As they're closer to buying, include more information on the home-buying process

Actively Searching
• Content is geared towards finding them the right house, and then the transaction itself!

Sphere/Past Clients
• Thank you's!
• Ask for referrals
• Keep in touch
• Home anniversary
• Changing market conditions
SELL MORE HOMES

Engage in the customer journey, not just the transaction

Learn more about the home buying journey at www.marketleader.com/journey

Get a free demo of Market Leader - Call 1-888-820-4778