Real Estate 101 – Checklist: Generating and working leads

The following are class notes taken from Market Leader's Real Estate 101 webinar series.

Make a quick list of your strengths, weaknesses, threats and opportunities in each of the key business areas below.

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<td>Lead Generation</td>
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Lead Generation

Understand where today’s consumers are gathering their content

Website vs. Online Store
- Your site must provide all of the content that consumers are gathering online
- Helps you stop the search of the consumer and eliminate the competition

Must-haves for your Online Store (website)
- Consumer focuses and not agent focused
- True IDX feed
- Updated and accurate community information
- Value proposition lead-capture tool
- Mobile technology capable
- Integration with CRM

Diversify how you’re found to make sure you are meeting all demographics

Understanding the consumer timeline today
- Phase 1 – Pre-research
- Phase 2 – Active research
- Phase 3 – Buying or selling process
  visit www.marketleader.com/journey/

Taking advantage of all the major search engines
- Google
- Yahoo
- Bing
- AOL
- Ask.com

Being very efficient on Craigslist
- MUST have a consumer focused website
- Short and concise messaging
- Provide instant gratification
- Call of action is relevant content on your website
- Post listing during your peak hours

Working and converting YOUR leads

Understand the right approach to engage with more consumers

Know where or how to communicate throughout this timeline
- The closer to phase 1 you must provide Relevant Content
- The closer to phase 3 you much provide Value Proposition

Best practices for increasing engagement
- What’s your goal when you generate a lead?
- Get them back to your website
- What’s the consumer goal when they become a lead?
- Gather content and hide behind the wall of the internet
- Stop the consumer search
- Average consumer becomes a lead 7-8 times before talking to an agent
- Must eliminate the consumer from going anywhere else to get content
- Know the role of your website
- Full real estate online store of content
- Converting leads into contacts
- Providing relevant content from your website
- Implement your 7 day plan of attack

The 10 behavior triggers
- Viewed homes
- Saved homes
- Set up listing alert
- New or refined
- Request more info on listing
- Zip code/neighborhood change
- Short sale/foreclosure homes
- Condo’s/townhomes – HOA
- Viewed Market Data report
- Preapproval request
- Updated phone number