I see you're looking for four bedroom, two bath homes in the Highland Park neighborhood for around $300,000. I just emailed you some information on that area along with three properties that just came on the market which match your criteria.

4 steps to ENGAGING YOUR LEADS

You’ve got a hot new lead, but before you reach out, do you have the insight you need to turn that prospect into a client?

Start avoiding interview questions like "What kind of homes are you interested in?" and instead, offer your prospect something of value...
Step 1  
**Address the unique needs of each lead**

Too many agents use the same first-contact approach for every lead they encounter. However, each new lead has unique motivations in searching for a home. Rather than sending the same form email or using the same phone script, take a step back and evaluate the information you have about the lead. What can you infer from the lead source or data they've provided? Use this information to create talking points for your conversation. Otherwise you are making a cold call.

Step 2  
**Know what you're up against**

With the wealth of real estate information available online, it's no wonder why nine out of ten consumers start their home search on the Internet. And with the vast number of real estate agents promoting their services online, in one home search session, a potential buyer or seller will come across several agents before getting to you. This means you’ll most likely be competing to get the lead's attention. That’s why it's imperative that your first contact with the lead provides immediate value. It’s simply not enough to be the “most qualified” or “most aggressive” agent, because 44% of Internet home buyers choose to work with the agent that is “most responsive” to their needs.

Step 3  
**Keep leads coming back**

If a lead walked into your office and asked you a real estate question, would you send them down the road for the answer? No, because another agent next door would give them what they need. The same goes for your website. When you make your site a top-notch resource for buyers and sellers, they have no reason to seek information elsewhere.

Don’t hide your website behind a registration form—let your leads browse your site. Place a registration form or similar lead capture tool on your site with a call to action that provides additional value such as up-to-date listings that are customized based on search criteria. Be sure to use an IDX system that puts home listings front-and-center and makes it easy for site visitors to access listings and information on homes in your area. Include neighborhood data, information on local schools, and recommended professionals like mortgage brokers and home inspectors. You’ll drive engagement and gain repeat visitors to your website.

Step 4  
**Get insight into the lead's online activity**

You can infer a lot from a lead’s online behavior and use this to lower the wall when you first reach out—an absolute must for better lead engagement. Make sure your website is connected to a contact management system (not just a contact database) that tracks the behavior of all visitors and registrants on your website. You’ll be able to know information about what they’re searching for based on price range, neighborhood, number of bedrooms, and more. Then you can tailor your first contact and make the best impression. Pay attention to the days of the week and times of day that a potential client is researching on your site. That way, you know the best time to follow up.

Stop forcing leads to say no!

Your first contact can be the most important part of the real estate process—making or breaking your chances at gaining their business. Find out how Market Leader’s one-stop solution gives you all the tools you need to engage with leads easily, save time, and close more business than ever.