

market leader.
Engage & Convert Leads from Any Source
Million Dollar Pipeline Program | Class 4

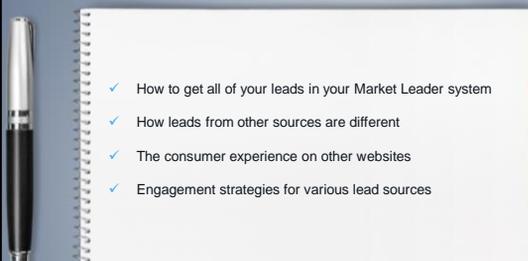


Sheldon Rapoza



Jon Price

The Plan for Today...



- ✓ How to get all of your leads in your Market Leader system
- ✓ How leads from other sources are different
- ✓ The consumer experience on other websites
- ✓ Engagement strategies for various lead sources

Today's call will be recorded

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Diversify Your Leads

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Get ALL of Your Leads in One Place



Leads from Other Sources

- It's important to understand how these leads are different
- They never registered on your website
- Create groups for lead sources to keep your database organized
- Save go-to email templates for quick & easy follow-up



Get ALL of Your Leads

Zillow or Trulia Lead

PREMIERAGENT

You have a new contact from Zillow

Reply now Call contact

Terry M Kagia
Sales Representative
(206) 353-5696
MLS: 1078954 | Property For Sale
View Trulia

ABOUT THIS PROPERTY

Search Keywords:
West Lake Stevens, WA
\$150,000 - \$250,000
3 br

MLS: 1078954
For Sale - \$249,600
424 95th Dr SE, Lake Stevens,
WA 98258-3900,
Lake Stevens, WA 98258

MESSAGE FROM CONTACT

I am interested in 424 95th Dr SE, Lake Stevens, WA 98258.

Reply now

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Realtor.com Lead

Primary Details

Name: Daryl

Nickname/Salutation:
Gender:
Company:
Job Title:
Birthday: (mm/dd)
Add to Birthday Campaign

Notes

I would like more information regarding this property at 8230 Dames Point Crossing Blvd N, Unit 603 in Jacksonville.

Add to: Notes

Post

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Listing Portals (Zillow, Trulia, Realtor)

The Consumer Experience



Typically at the top of **organic** search results



Can only search or shop in **one** area at a time



Often times the data is **inaccurate** or incomplete



Upon submission, up to **3-4 agents** receive consumer information



Consumers are **forced** to go back **online** and continue their search

Engaging with These Leads

- Send an email and acknowledge where they found you
- Provide details for the property they inquired about
- Let them know to expect an email with a login and password
- Offer a listing alert, after two days, set one up



New Lead Welcome Email - 1



Subject: Sheldon?

I just received your note (via Zillow) about the home on [123 Main Street] in [Enter City]. How can I help?

My name is Sheldon and I'm with **Zillow** and [company name].

P.S. I'm going to send you an email with a login and password to my website, so you can see all of the MLS listings without being hassled by a bunch of phone calls. Happy searching!

New Lead Welcome Email - 2



Subject: Sheldon?

I just received your note (via Zillow) about the home on [123 Main Street] in [Enter City]. How can I help?

My name is Sheldon and I'm with **Zillow** and [company name].

**I'm going to send you an email with a login and password to my website, so you can see all of the MLS listings without being hassled by a bunch of phone calls. Happy searching!

P.S. With so many emails going to junk folders. I want to make sure you hear from me, so I sent this from two different accounts - Apologies if you received this twice.

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Offer a Listing Alert



Subject: Active Listings in [Area]

There are several additional listings in the [area] area not found on [lead source], that will be going live in the next few days. When the listings go "Active", would it be helpful to send them your way?

Let me know. I'm glad to help!

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What is the Goal?

- STOP their search
- We don't want them going back to search engines to find information
- You want them to only use your website for their search



HouseValues.com Leads

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The Beginning of the Seller Journey

The image shows a search engine result for "what's my home worth" on the left. The top result is from HouseValues.com, titled "Home Values - Maximize Your Listing Price!". Below it are other results from trulia.com and Zillow.com. On the right, there is a screenshot of the HouseValues.com website's "How Much Is Your House Worth?" form. The form includes fields for "Address", "City", "State", and "Zip", a "Please Choose" dropdown, and a green "Get Report" button. Below the form, it says "Find out now for FREE".

HouseValues.com Lead

The image shows a CRM contact record. The "Primary Details" section includes fields for Name, Nickname/Salutation, Gender, Company, Job Title, and Birthday. A "Notes" section is present with an "Add to notes" dropdown. The "Addresses" section contains a table with the following data:

Title	Address	City	State	Zip
HouseValues Lead	3314 main st	Noxon	MT	59853

A callout box with a green dashed border contains the following text:

- ✓ Contact created
- ✓ Address added to contact
- ✓ HV welcome email sent

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HV Welcome Email

- ✓ Sent after the consumers gets their home value estimation
- ✓ Introduces the agent to the consumer
- ✓ Branded with the agent and their contact info



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New HouseValues.com Lead



Subject: [area name] Home Value

Hi there, I just received your request (via HouseValues.com) about your home in _____. How can I help? My name is _____ and I'm a realtor with _____.

What did you think of the market evaluation for your home? A little high, too low?

★ *If no response, send an email the next day letting them know they'll be getting a welcome email, and explain the benefit of using your website*

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Open Houses

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Maximize Your Open Houses



- Use laptop or iPad to add people to your system as they walk through
- Explain the benefits of being able to search the entire MLS
- Ask about their search parameters and what they're looking for
- Ask them if they already have an agent they're working with

Open House Follow-up Email (had a conversation)



Subject: Hi Sheldon...

We met today at [123 Main Street], and as promised, I wanted to follow up with an email. You should have received a welcome email with a login and password so you can view all of the MLS listings on my website with no obligation.

You mentioned [reference your conversation with them], would you like me to set you up to receive similar listings in that price point?

Happy to help!

Open House Follow-up Email (no conversation)



Subject: Hi Sheldon?

We met today at [123 Main Street], and as promised, I wanted to follow up with an email. You should have received a welcome email with a login and password so you can view all of the MLS listings on my website with no obligation.

I am happy to set you up to receive MLS listings, but I want to make sure I'm sending relevant properties. What is your ideal home? What's your price point?

Happy to help!

Open House Follow-up Phone Call



Hi, this is _____ from _____. We met earlier at the open house for [123 Main Street]. I registered you on my website so that ideally, things will be easier and quicker for you in the future when shopping for homes. Did you get the welcome email with your login information? Did you have any further questions about the home on [123 Main Street]?

Referrals

Referrals

- Treat them like any other lead
- Add them to your system and send their welcome email
- Explain how your website works and the power of MLS listings
- Setup a listing alert with their search criteria



Referral Phone Call - Buyer



Hi, this is _____ from _____. I wanted to touch base and have a quick conversation regarding your home search. The double edged sword of the home search process today is that there is a lot of information out there, but it can be overwhelming and sometimes inaccurate. Do you have a few minutes to sit down and let me walk you through my website, how it works, and how you can shop on your own time? I'd also like know more about your home search thus far.

Referral Phone Call - Seller



Hi, this is _____ from _____. I wanted to touch base with you regarding your current home and your potential sale. I'd like to have a conversation with you around expectations moving forward, provide you with a CMA, and how you can use my website to your advantage to gain a better understanding of the market.

Why Does this Matter?



Simplify your business by getting *all* your leads in one place



Leverage your ML tools to engage & convert them



Track their online behavior and measure ROI