

# The Fortune is in the Follow up

The importance of following up with internet leads is they have a longer gestation period.

Social media leads have little or no intention of purchasing immediately. It's not to say they will not purchase, it's just they're looking at what they want to purchase. The decision hasn't been made as to their time frame. We have found over the years that a Facebook or Instagram lead will start looking 18 to 24 months before they take action. This is a two-year process and as such we need to nurture these people for the next 2 years, not so much showing them homes, they can get that anywhere on the web these days, it's more about getting them to know and like us as their trusted real estate partner.

This is why you must Nurture each lead with maximum efficiency and effectiveness so you brand yourself when they're finally ready to purchase a home.

Here are some proven facts :

- 84% of all agents make one phone call and never follow up beyond that.
- Top 10% agents use every follow up method available to them
  - Emails
  - Phone Calls
  - Texts
  - Saved Home searches,
  - Bomb Bomb videos, and
  - Handwritten notes with each and every buyer.
  - Real Estate Databases or CRM's are designed to move buyers from a New Lead to Closed Client

If you're not getting business from Internet leads, it's because you're not working the leads and you haven't nurtured leads through the turn time. This is a long term play, so play it that way.

Persistence and Patience will pay off down the road. The mindset needs to be, this is an investment in my future business. With as little as \$100 a month you should be bringing in 80-100 leads a month conservatively.

You will need a system to follow up with these leads. The best part about a FB lead is you capture whatever contact information they used when they signed up for Facebook. USE IT!!

Your System is easy:

- Lead comes in CALL THEM immediately if no answer RECALL them
- Send text: Hi This is...How would you like to communicate? Text, email or Phone
- Set them up on a daily drip search that is relative to the property ad they clicked on
- Call them within 24hours to ask how the search is doing and ASK them for the business
- Place them on your monthly newsletter campaign
- Place them on your annual Holiday Drip Emails
- Email them you APP every 3 months
- Email and ASk them to join your social media to be included in “First Look” group. First Look is newly listed homes.
- If active looking at search results, add monthly reach out calls or emails , “Just to see how you’re making out, Is there anything I can do to help”? Type conversations. ALWAYS ask for the business
- Send Probing emails, brief one liners - “Did you say you were looking at 3 bedrooms or do you need 4?”

Ideally

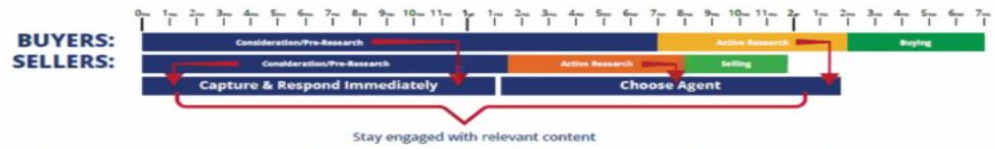
We do all this activity to simply start a conversation. Once the conversation is started

Take a minute to review the following numbers that reveal how the Fortune indeed in the follow up:

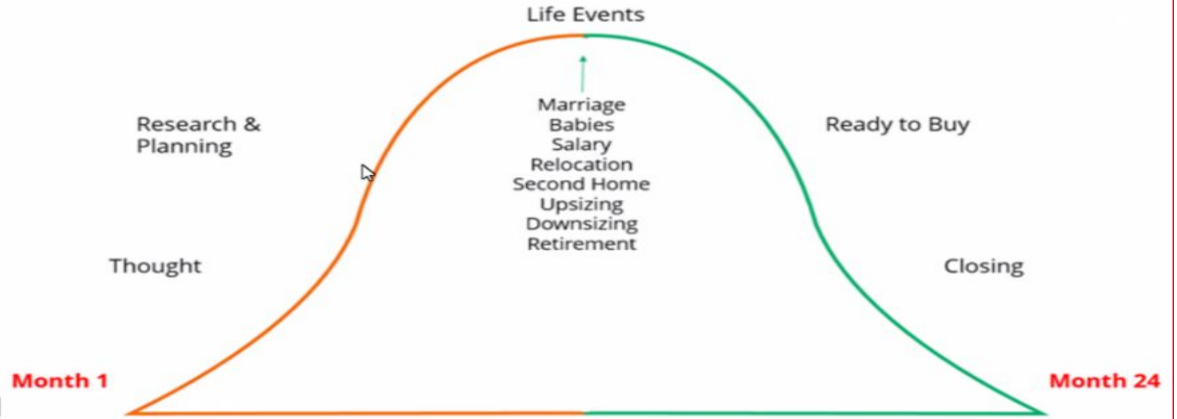
**The Buying Process can take up to two years, on average**

# How long should agents follow up?

**WHAT'S TAKING SO LONG?** The buying & selling process, from initial research to closing, is a long process - about two years, according to our research.

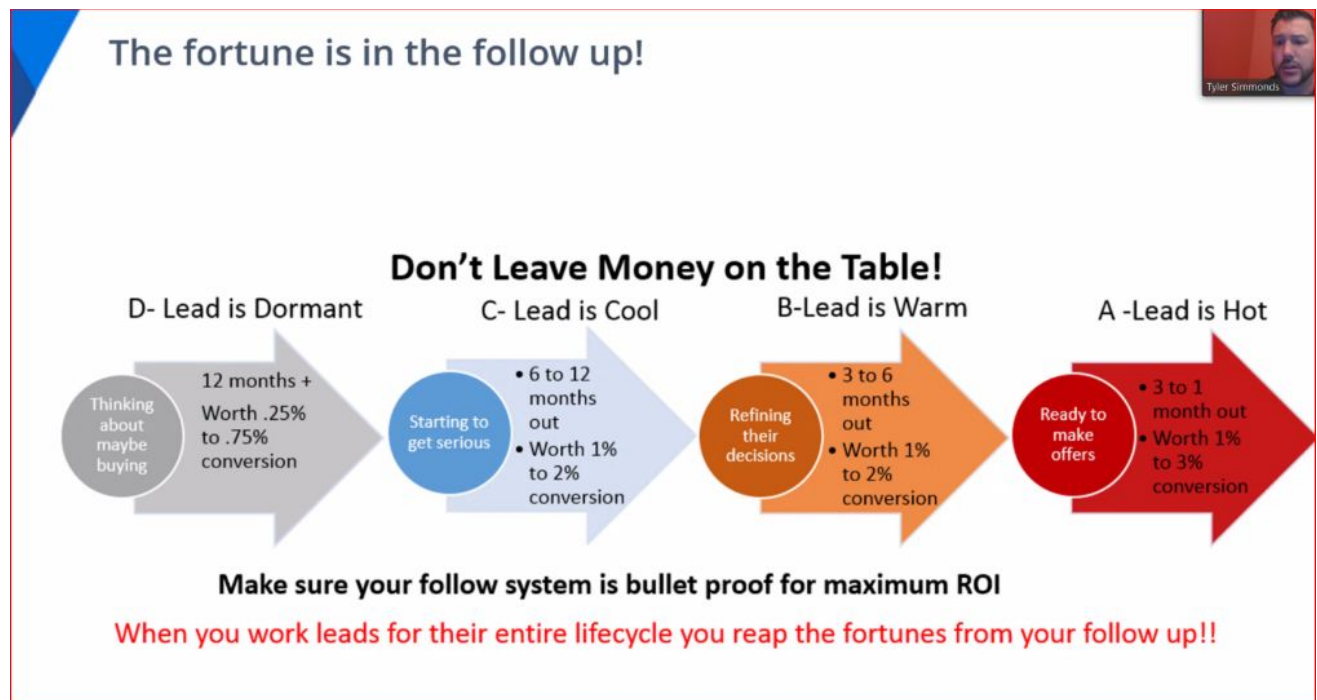


## Understanding the Buyer Continuum



Inquiries and leads you receive today may turn into sales in 2 years

Follow up, follow up, follow



up!

Create long term relationships with your leads

### Lead Follow Up Top 3 Nuggets

1. Long term follow up is almost as valuable as short term follow up
2. Focus on establishing a relationship with the leads, not selling them
3. Use the Life Time Value of a Lead, not the one time commission

We'll be reviewing these measures and requirements daily and weekly so they become ingrained in your mind and you act on them- NOT because they're required, but because you'll begin to connect the dots between the action and the results.