

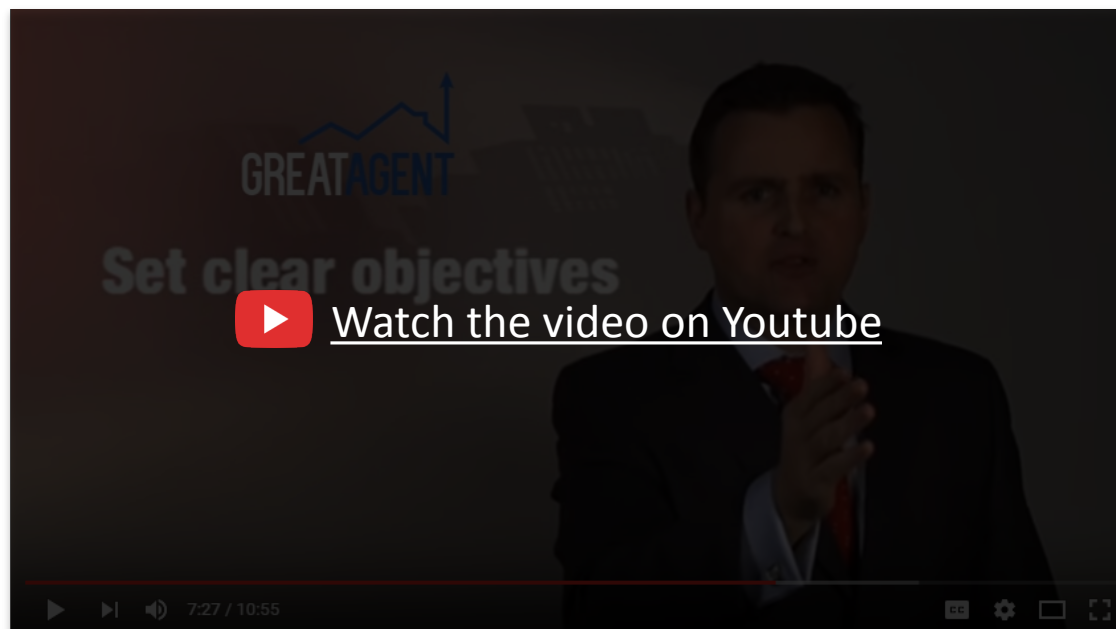


Communication Plan



Getting from new lead to closing

Video Training: No Fear Calling



Key Statistics

- **18 months** - According to the National Association of Realtors (NAR), the average sales cycle for online leads. Hence, staying in **contact and relevant** for an extended period of time is critical.
- **12** - The average number of times a customer has to “be sold”. The average sales person stops after just two rejections.
- **80%** of the first objection is “fake” (e.g. I’m just browsing — call me back in 6 months).

The lead signs up

- First attempt within **3 minutes** of the lead's sign up:
 - About **20%** will pick up on first attempt:
 - Getting the lead to “admit” that they signed up on your site is critical
 - It’s important to understand that most people are “**just browsing**” now and buying / selling later. Help them with that – learn what type of homes they prefer MLS alerts for. Offer your advice on how to avoid looking at sold homes (e.g. on Zillow).
 - The average consumer signs up on 4-5 websites. Setting them up on the MLS search **as well as** your website’s alerts is best practice.

The lead signs up: Still no contact

- Since **only 20% picks up on first attempt**, 12 attempts are generally needed to get 100% of reachable people on the phone.
- Remember, that the most “available” leads are not the best leads. The most difficult leads to reach are often your most valuable prospects.
- For your team, **12 attempts** is the number of times you should call a lead when trying to reach them, **regardless** of whether it is a follow-up call from a previous conversation or the first time you are trying to reach them.

When is another attempt too soon?

- Generally, you should **call every day** until first conversation of at least 2 minutes.
- You can space the calls out with a day or two in between, but you should **avoid having more than 2 days in between attempts** whenever possible.
- One of the benefits of frequent attempts is that the best voicemail is simple rather than long – **just state your name and phone number and ask them to call you back.**

After a conversation, call again

- On average, a consumer will need to talk to you for **more than 2 minutes** at **least 6 times to remember** who you are.
- So even when the prospect says looking to buy in 2 years, frequent follow-up calls are important.
 - Very often **2 years** will turn into **6 - 12 months**.
- **Avoid** having more than **1 month** in between each follow-up conversation.
 - That means, when a prospect does not pick up on a follow-up call, follow-up with 12 attempts on a “no more than 2 days in between attempts” schedule.

Thank you!

If you have any other questions, please contact the Great Agent Success Team:

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