

**Success Series: Mastering Modern Real Estate**

# **Unlocking Success: Mastering Lead Generation in Today's Market**



**Your Host:**

Natalie Urianza  
Director of Marketing,  
Voice of the Customer

# Today's Agenda:

- Navigating Today's Real Estate Landscape
- Foundation for Growth
- Five Essential Steps for Lead Generation
- Today's Consumer
- Free & Paid for Tools
- What's Next?

# Housekeeping:

- **Welcome to this exclusive 6 part series!**
  - You are registered for all 6 sessions in this series
  - Each webinar is being recorded
  - You will receive all 6 recordings at the end of the series
- **Introducing Tactical Thursday's**
  - Register for the tactical sessions that are most important to you
  - Need a deep dive? Join Tactical Thursday for a corresponding session
- **Exclusive Perks**
  - Each session will unlock an exclusive perk for attendees only!
  - You will receive access to these perks at the end of each session
  - You will receive all perks along with the session recordings at the end of the series

# Featured Guest **Jack Markham**



Jack is an experienced real estate expert with a career spanning over 20 years. He is also a skilled public speaker and frequently presents at industry conferences all over the world. His topics of expertise include sales development, marketing lead development, and building long-term customer relationships.

Jack is also the mastermind behind Market Leader's Million Dollar Pipeline Program, a highly successful coaching program designed to help real estate agents establish a strong foundation for long-term success. In recognition of his innovative contributions to the industry, Jack received the 2019 RISMedia Newsmaker award. He was also previously honored with the HousingWire Rising Star award earlier in his career.

# Webinar Schedule

Wednesdays @ 9 am PT / 10 am MT / 11 am CT / 12 pm ET

Each Webinar is 1 Hour

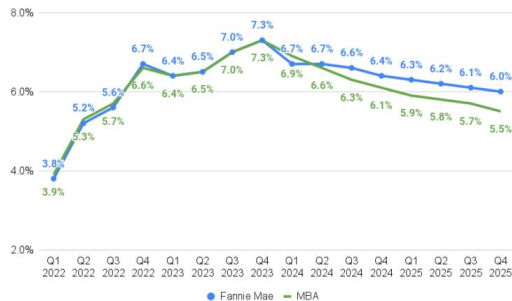
- **April 03 | Unlocking Success: Mastering Lead Generation in Today's Market**
- April 10 | Lead Nurturing Mastery: Strategies to Convert, Connect, and Close in Today's Market
- April 17 | Social Influence Amplified: Building Your Brand and Pipeline with Savvy Social Media Strategies
- April 24 | Live from UNITE! Power Users Share Secrets
- May 01 | Elevate & Dominate: Next-Level Strategies for Brand Building Success
- May 08 | Sphere Mastery: Unleashing Opportunities and Staying Relevant in Your Network

# Today's Real Estate Landscape

## Today's Consumer

- The avg consumer becomes a lead 8-10 times
- Relevant content like pictures and details of homes is the #1 driver of online activity
- Potential Sellers today are displaying more buyer behavior vs. 5-7 years ago
- 70% of consumers choose their agent based on the first person to provide relevant content
- A little over 60% of consumers choose their agent in less than 1 day

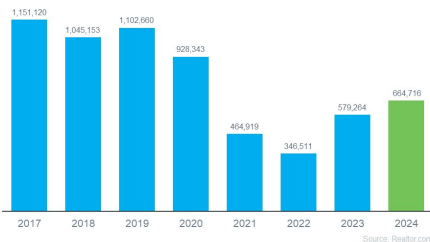
## Interest Rates



## Inventory

### Number of Homes For Sale

Since 2017, February of Each Year



## NAR News

### NAR Settlement Summary

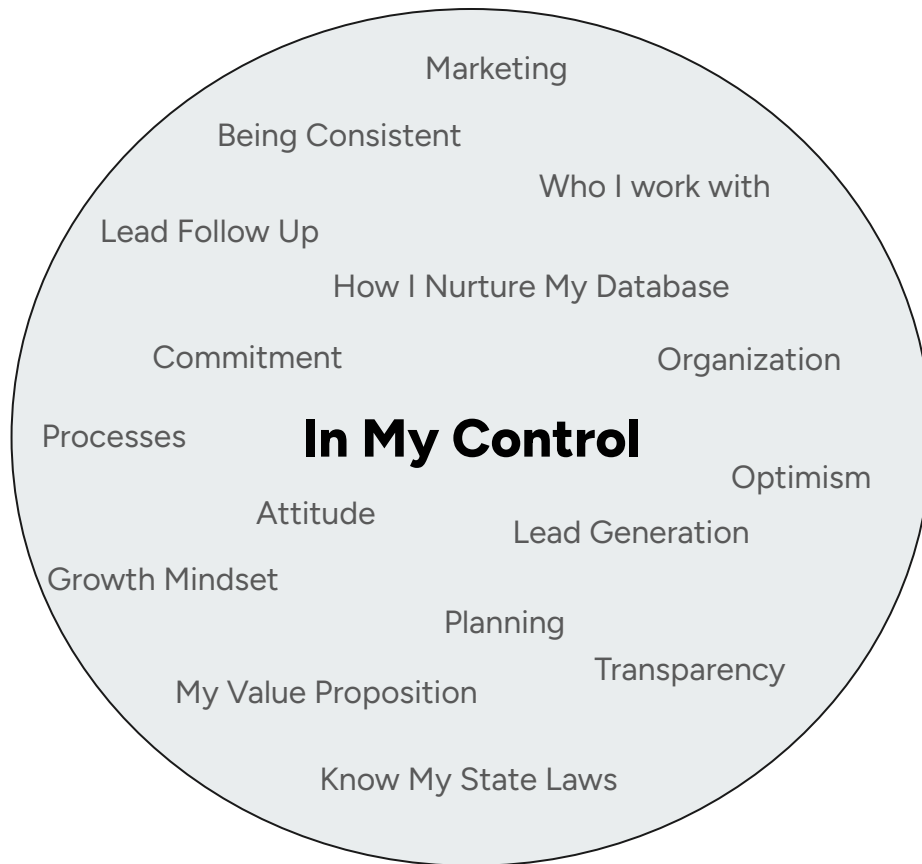
#### Key points:

1. One of the biggest changes brokers and agents can expect to see is the removal of the "offer of compensation" field in the MLS. Instead, brokers and agents will have to negotiate compensation directly with their client.
2. Additionally, NAR is now requiring agents to enter into buyer agreements before touring any properties.
3. It goes into effect in July 2024 as long as DOJ approves



**“ Become a student of change. It is the only thing that will remain constant ”**

# Focus On **What You Can Control**



## Out Of My Control





# 2024 Foundation for Growth



Be Found



Be Connected

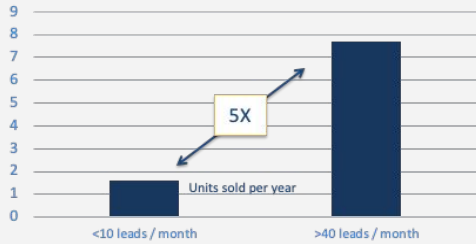


Be Involved

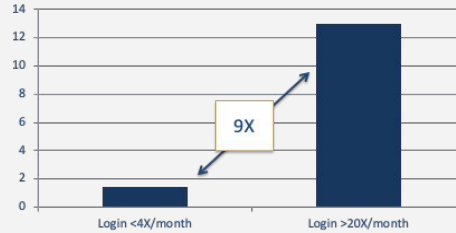


# Maximizing Real Results

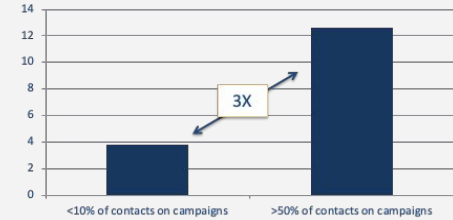
## 1. Consistently add new leads



## 2. Follow up quickly



## 3. Engage with multi-touch alerts/campaigns



# 5 ESSENTIAL Steps for Lead Generation

# Step 1: Have a Plan


















## 2024 Lead Generation Calculator

Use this tool to calculate the amount of leads needed to reach your monetary real estate goals!

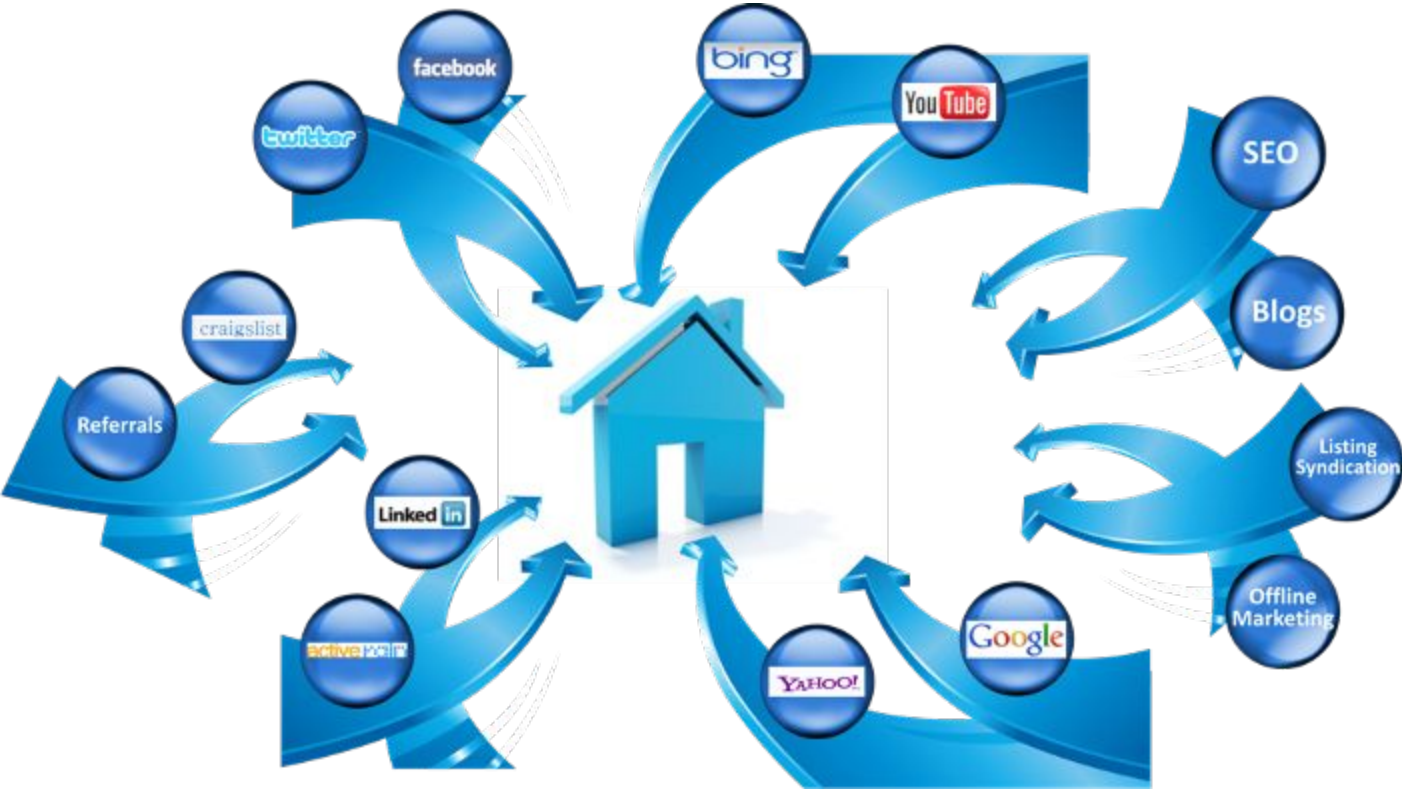
STEP 1	STEP 2	STEP 3	STEP 4																																																																																																													
<p><b>ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversion % in the green fields</b></p> <table border="1"> <thead> <tr> <th colspan="2">INPUT DATA</th> </tr> <tr> <th colspan="2">GOALS</th> </tr> </thead> <tbody> <tr> <td>GCI goal</td> <td>\$200,000</td> </tr> <tr> <td>ASP</td> <td>\$300,000</td> </tr> <tr> <td>Compensation %</td> <td>3%</td> </tr> <tr> <td>Split %</td> <td>70%</td> </tr> <tr> <td>Lead conversion %</td> <td>2%</td> </tr> </tbody> </table> <p><b>Notes:</b> National Average Lead Conversion Rate: 2-3%</p> <p><b>Ledgend:</b> GCI: Gross Commission Income ASP: Average Selling Price</p>	INPUT DATA		GOALS		GCI goal	\$200,000	ASP	\$300,000	Compensation %	3%	Split %	70%	Lead conversion %	2%	<p>Use the results in the blue column to determine the amount of homes, total leads, leads per month, and lead mix needed to reach your goals in STEP 1</p> <table border="1"> <thead> <tr> <th colspan="2">ANALYZE RESULTS</th> </tr> <tr> <th colspan="2">PROJECTIONS</th> </tr> </thead> <tbody> <tr> <td>Total Closings</td> <td>32</td> </tr> <tr> <td>Total leads</td> <td>1587</td> </tr> <tr> <td>Leads per month</td> <td>132</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="2">LEAD MIX</th> </tr> </thead> <tbody> <tr> <td>Organic Leads</td> <td>20</td> </tr> <tr> <td>Referral Leads</td> <td>33</td> </tr> <tr> <td>Social Leads</td> <td>26</td> </tr> <tr> <td>Paid Leads</td> <td>53</td> </tr> </tbody> </table>	ANALYZE RESULTS		PROJECTIONS		Total Closings	32	Total leads	1587	Leads per month	132	LEAD MIX		Organic Leads	20	Referral Leads	33	Social Leads	26	Paid Leads	53	<p>Use the pie chart to understand the data and to make decisions on marketing efforts</p> <p><b>STRATEGIZE BASED ON RESULTS</b></p> <p><b>LEAD MIX PIE CHART</b></p> <table border="1"> <caption>Lead Mix Data</caption> <thead> <tr> <th>Lead Type</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Paid Leads</td> <td>53</td> <td>40.0%</td> </tr> <tr> <td>Referral Leads</td> <td>33</td> <td>25.0%</td> </tr> <tr> <td>Social Leads</td> <td>26</td> <td>20.0%</td> </tr> <tr> <td>Organic Leads</td> <td>20</td> <td>15.0%</td> </tr> </tbody> </table>	Lead Type	Count	Percentage	Paid Leads	53	40.0%	Referral Leads	33	25.0%	Social Leads	26	20.0%	Organic Leads	20	15.0%	<p><b>ENTER your monthly leads into the orange ACTUAL column to help you keep track of your progress. Use the % OF GOAL column to determine amount of goal reached</b></p> <table border="1"> <thead> <tr> <th colspan="4">TRACK PROGRESS</th> </tr> <tr> <th></th> <th>PROJECTIONS</th> <th>ACTUAL</th> <th>% of Goal</th> </tr> </thead> <tbody> <tr><td>Jan</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Feb</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Mar</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Apr</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>May</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>June</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>July</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Aug</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Sept</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Oct</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Nov</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td>Dec</td><td>132</td><td></td><td>0.00%</td></tr> <tr><td><b>Total</b></td><td><b>1587</b></td><td><b>0</b></td><td><b>0.00%</b></td></tr> </tbody> </table>	TRACK PROGRESS					PROJECTIONS	ACTUAL	% of Goal	Jan	132		0.00%	Feb	132		0.00%	Mar	132		0.00%	Apr	132		0.00%	May	132		0.00%	June	132		0.00%	July	132		0.00%	Aug	132		0.00%	Sept	132		0.00%	Oct	132		0.00%	Nov	132		0.00%	Dec	132		0.00%	<b>Total</b>	<b>1587</b>	<b>0</b>	<b>0.00%</b>
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# Step 2: Invest Time & Money

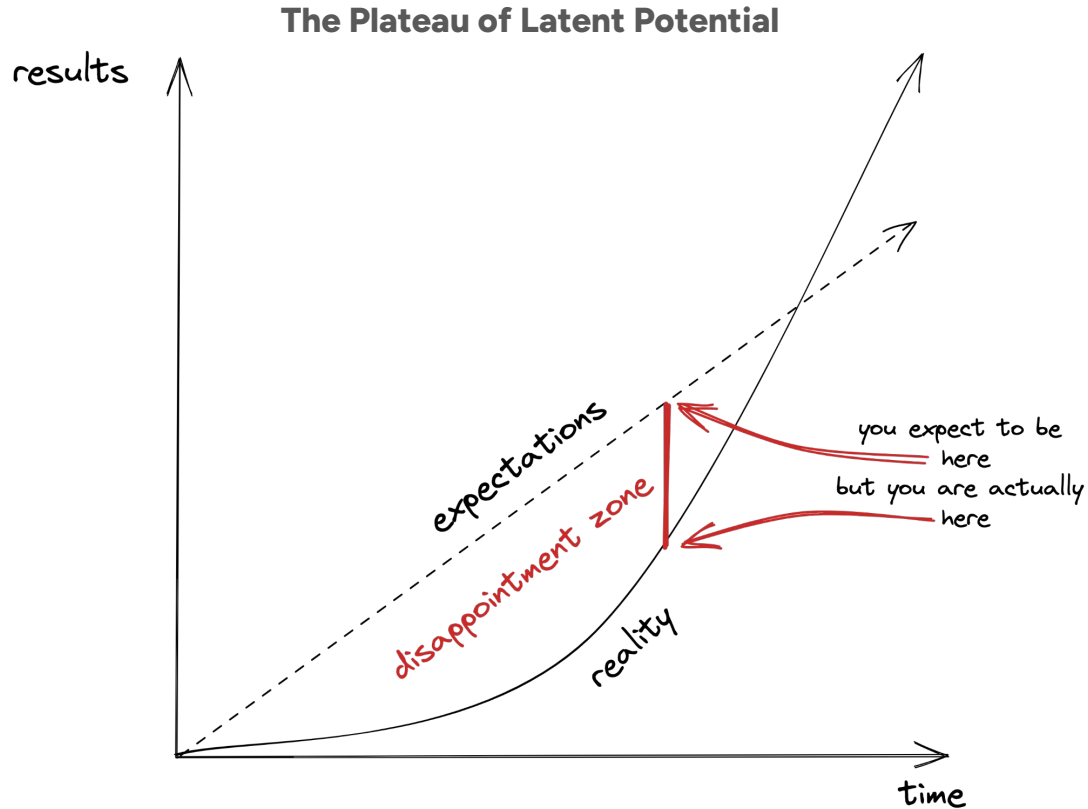


TIME	MONEY
       	      

# Step 3: Always Drive to Your Store



# Step 4: Be Consistent & Patient

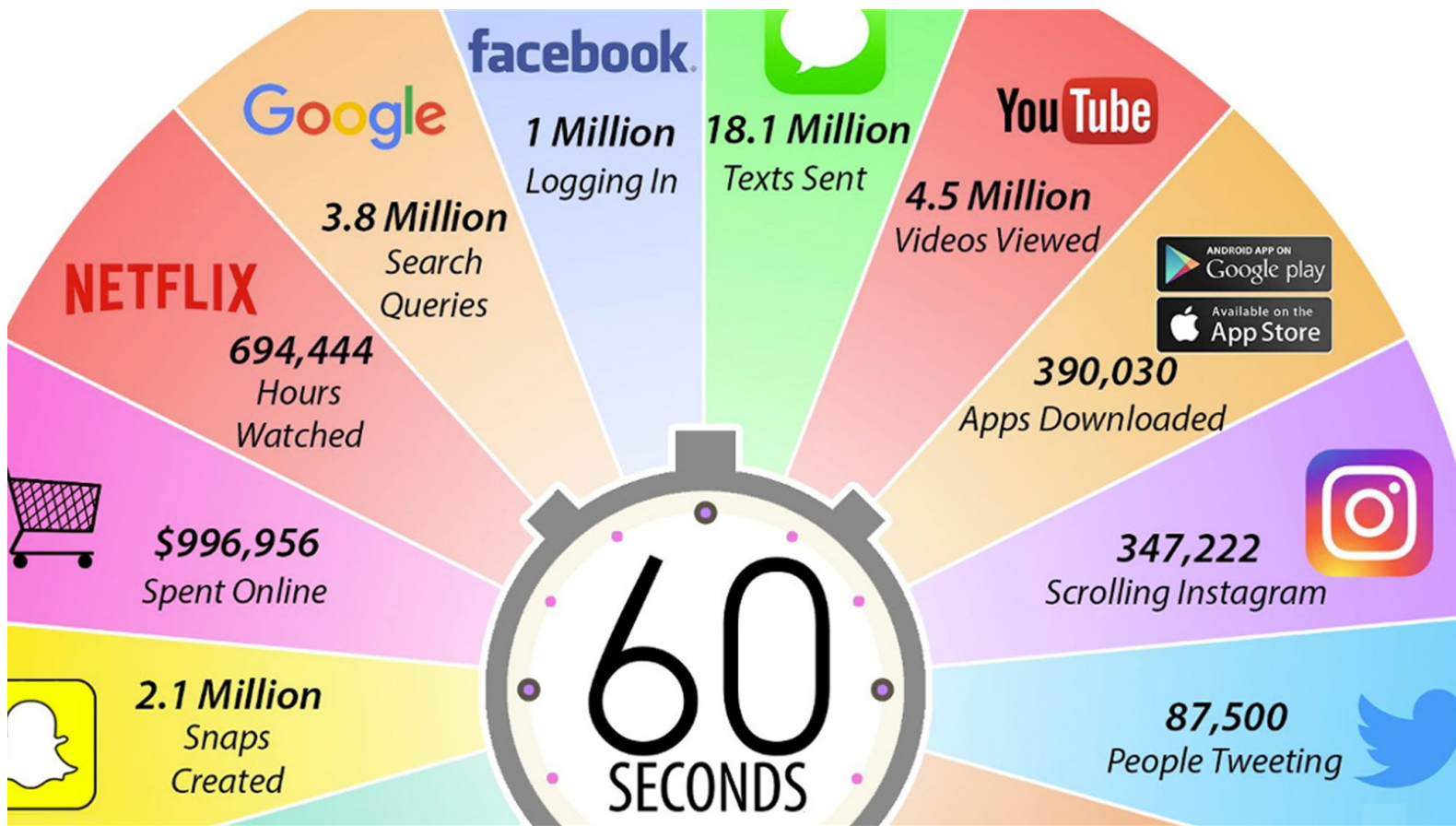


# Step 5: Measure & Track Your Results

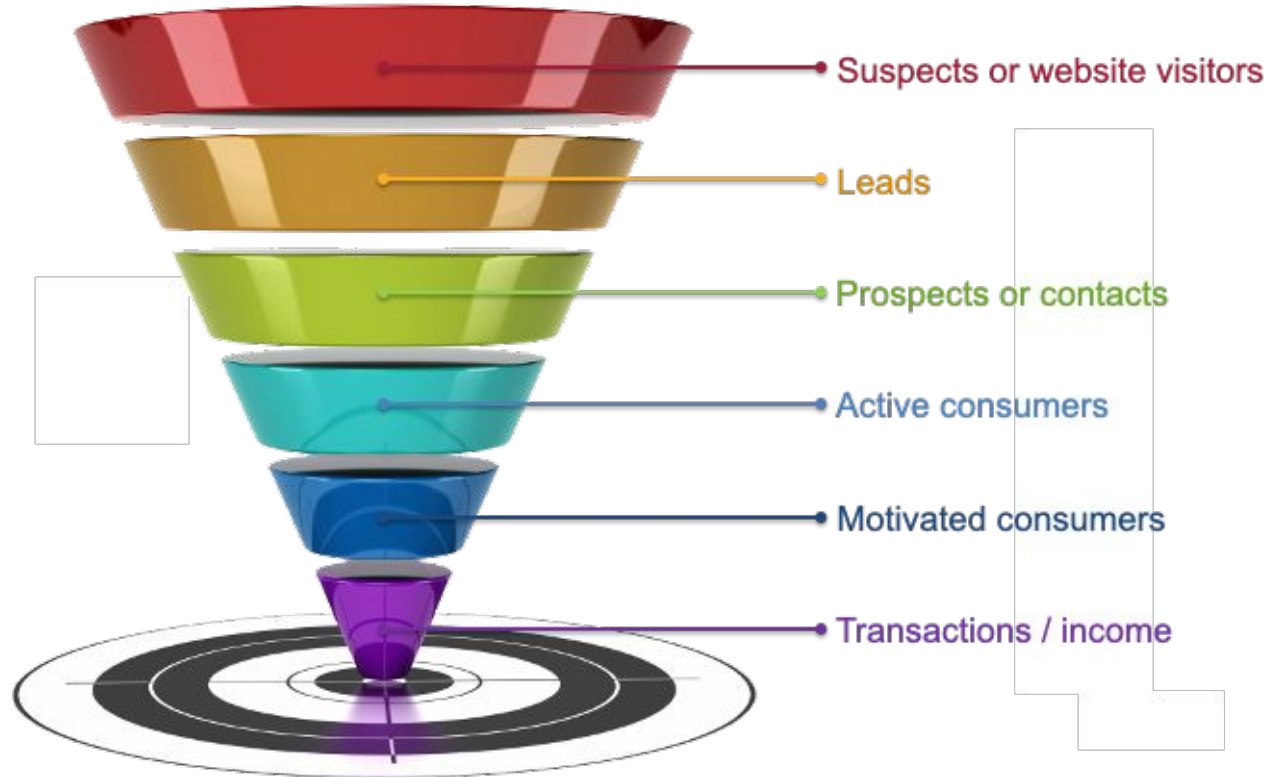
	My Goals			Month one				
	Year	Month	Week	Wk 1	Wk 2	Wk 3	Wk 4	Total/Mo
<b>Business Plan</b>								
Transactions I will close this:	40	3	N/A					
Leads (buyers and sellers) I need to make my GCI goal:	1984	165	38					
Organic Lead	298	25	6					
Referral Leads	496	41	10					
Social Leads	397	33	8					
Paid Leads	794	66	15					
<b>Desired Seller Targets</b>								
Seller leads I will obtain each:								
Listing appointments I will set each:								
Listings I will win this:								
<b>Desired Buyer Targets</b>								
Buyer leads I will obtain each:								
Buyer appointments I will set each:								
Buyer pending sales I will win this:								



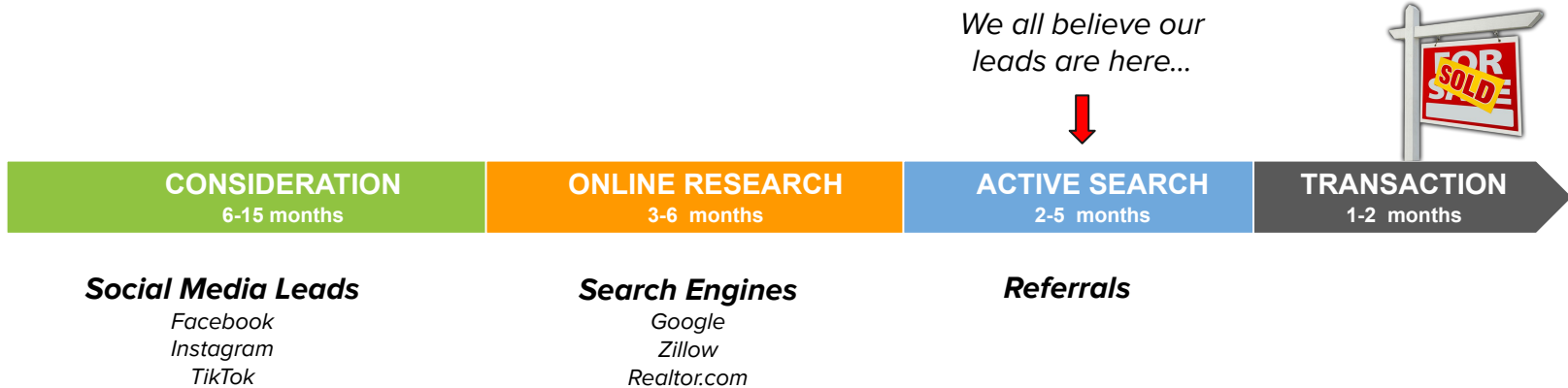
# Get In Front of Your Audience



# Understand Your Lead Funnel



# Consumer Timeline

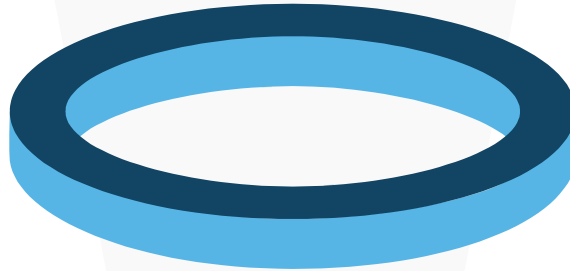


Social Media or Direct Mail

1

## TOP FUNNEL

- Low-level intent
- 6-15 month intent to close



Search Engines

2

## MID FUNNEL

- Mid-level intent
- 3-9 month intent to close



Referral Programs

3

## BOTTOM FUNNEL

- High-level intent
- 1-6 month intent to close



# kvCORE Playbooks



☰ Search Contacts by name, email, or phone 🔍



## Playbooks

### Simplify and automate the best practices of everyday activities

We've combined the most high-value, high-impact features in kvCORE with the best practices of top real estate agents to create a simple, wizard-like experience that lets you drive automated business results from one quick location.

### Playbooks



#### Promote a Listing

Designed to attract new leads and help you sell your listing faster.

Open Playbook

Times Used  
**6**

Plays  
**7**



#### Gather Your Sphere

Designed to help you set up your sphere so that you can effectively convert your sphere leads into active leads.

Open Playbook



#### Work Your Sphere

Designed to help you leverage the sphere organization you set up in the "Gather Your Sphere" playbook and convert your sphere leads into clients.

Open Playbook



# kvCORE Lead Engine


kvCORE

Search Contacts by name, email, or phone

Add Contact Shop Marketplace Quick Actions En










## Lead Engine

Harness the power of the web to grow your business  
The industry's most powerful, multi-channel lead engine fuels your sales pipeline and generates new business for free.



- Bulk Lead Import  
Manage your settings
- Lead Dropbox  
Sync any lead source in kvCORE
- Get Open House App  
Includes a mobile dealer

### Lead Engine Tools & Features

 <h4>CORE PropertyBoost</h4> <p>Thrill your sellers &amp; get more leads from your listings.</p> <p>Launch</p>	 <h4>Get More Leads</h4> <p>Our Expert Marketers Driving Paid Leads From Google, Facebook and More!</p> <p>See Options</p>	 <h4>Landing Page</h4> <p>Simple, Customizable Landing Page Builder for Any Campaign.</p> <p>Please select a domain</p> <p>Start Building</p> <p>Past Landing Pages</p>	 <h4>IDX Squeeze Page</h4> <p>Home Search Pages that Squeeze Traffic into Leads.</p> <p>Please select a domain</p> <p>Start Building</p>	 <h4>Call and Text Capture</h4> <p>Use Your Smart Number to Generate Real Cell Number Leads</p> <p>Get Started</p>	 <h4>Pitch Sheet</h4> <p>For potential listings to show the power of your buyer database. Great for FSBOs &amp; Expireds.</p> <p>Learn More</p>	 <h4>Host a Virtual Open House</h4> <p>Learn how to host a Virtual Open House with kvCORE!</p> <p>View Case</p>	 <h4>Bulk Import</h4> <p>Get all your leads into kvCORE.</p> <p>Start an Import</p>	 <h4>Lead Dropbox</h4> <p>Sync any lead source in kvCORE</p> <p>Start Now</p>
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# Mid Funnel Success

The Google logo is centered on the page, rendered in its characteristic multi-colored font.

4 bedroom homes for sale in nashville

Google Search

I'm Feeling Lucky



# Mid Funnel Success

Google

4 bedroom homes for sale in nashville, tn

All Maps Shopping Images News More Settings Tools

About 206,000 results (0.53 seconds)

**4 Bedroom Homes For Sale | Free Real Estate Newsletter**  
**Ad** [www.homesnap.com/Radley-Raven/4-Bedroom](http://www.homesnap.com/Radley-Raven/4-Bedroom) ▼  
Get new listings delivered to your inbox. Radley Raven, **real estate** expert.

**4 Bedroom Homes For Sale | Free Real Estate Newsletter**  
**Ad** [www.homesnap.com/Adam-Loew/4-Bedroom](http://www.homesnap.com/Adam-Loew/4-Bedroom) ▼ (858) 342-8232  
Get new listings in your inbox. Adam Loew, Keller Williams Carmel Valley.  
1st Time Buyer Specialist · Free Home Estimate · Listing Agent

**Nashville Homes For Sale | Trusted by Families Since 1971 | era.com**  
**Ad** [www.era.com/Listings-For/Nashville](http://www.era.com/Listings-For/Nashville) ▼  
Find The Right **Home** for You With Our Trusted Agents & Up-to-the-Minute Resources  
Free Home Search App · Fast Phone Notifications · Up-to-the-Minute Insights · Innovative Real Estate  
Types: Single Family Homes, Townhouses, Condos  
Buy A Home · Find A Local Agent · Price Your Home · About Us · Financing & Mortgages

**Home For Sale Nashville | Be The First With New Listings**  
**Ad** [www.sellingsnashville.com/listings](http://www.sellingsnashville.com/listings)  
Search our comprehensive MLS listings database using our Home Search tool. Work with Linda Hughes, a certified Goodlettsville agent, today!

**Nashville, TN 4-Bedroom Homes for Sale - reator.com®**  
<https://www.reator.com> › Tennessee › Davidson County › Nashville ▼  
Search and view photos of **4-bedroom homes for sale in Nashville, TN**. Reator.com® has property listings for homes with 4 bedrooms in the Nashville area.





# LEADS 360<sup>o</sup>

**BUNDLE**

*Includes Facebook leads + Google PPC + Lead Follow-up + Support*

## TOP FUNNEL LEADS

- Low cost-per-lead
- High lead volume
- Contact accuracy
- Branding value



## MID FUNNEL LEADS

- High intent leads
- Highly targeted



## LEAD FOLLOW-UP

- In-house follow-up
- Call & text
- Highly trained staff



**SUCCESS ASSURANCE**

## GROWTH STRATEGY SUPPORT

- Align configurations and settings with goals
- Ad optimization



# Action Items:

- Join us next time
  - Session 2:
    - Lead Nurturing Mastery: Strategies to Convert, Connect and Close in Today's Market
    - April 10th @ 9am PST
  - Tactical Thursday: Tomorrow @ 9PT/ 10MT / 11CT/ 12ET
- Download the 2024 Lead Calculator
  - Enter YOUR 2024 goals to breakdown your lead targets
  - Review and implement the 5 Step Lead Generation Strategy
- Social Media
  - Join the FB Discussion Group
  - Post your favorite light bulb moment from today with #SuccessSeries

