

**Success Series: Mastering Modern Real Estate**

# **Lead Nurturing Mastery: Strategies to Convert, Connect & Close in Today's Market**



**Your Host:**

Natalie Urianza  
Director of Marketing,  
Voice of the Customer



# Today's Agenda:

- Quick Recap - Homework
- Consumer Centric Approach
- Phases of the Consumer Timeline
- 4 Strategies to Drive Conversations
- What's Next?

# 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.

# 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 follow-up classes for 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

# Webinar Schedule

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

Each Webinar is 1 Hour

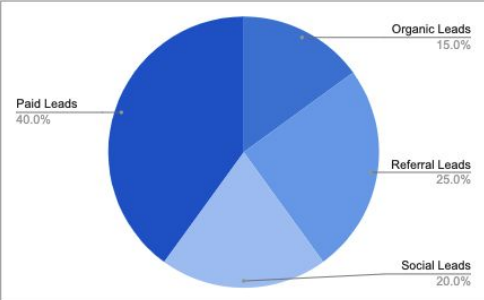
- ~~April 03 | Unlocking Success: Mastering Lead Generation in Today's Market~~
- **April 10 | Lead Nurturing Mastery: Strategies to Convert, Connect, and Close in Today's Market**
- April 17 | Social Influence Amplified: Building Your Brand and Pipeline with Savvy Social Media Strategies
- April 24 | 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

# Exclusive Perk: Session 1



## 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>ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversion % in the green fields</p>	<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>	<p>Use the pie chart to understand the data and to make decisions on marketing efforts</p>	<p>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</p>																																																																																						
<p><b>INPUT DATA</b></p> <table border="1" data-bbox="202 595 330 740"> <thead> <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>	GOALS		GCI goal	\$200,000	ASP	\$300,000	Compensation %	3%	Split %	70%	Lead conversion %	2%	<p><b>ANALYZE RESULTS</b></p> <table border="1" data-bbox="566 598 668 691"> <thead> <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" data-bbox="566 718 668 836"> <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>	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><b>STRATEGIZE BASED ON RESULTS</b></p> <p><b>LEAD MIX PIE CHART</b></p> 	<p><b>TRACK PROGRESS</b></p> <table border="1" data-bbox="1387 595 1734 929"> <thead> <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>		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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# 2024 Foundation for Growth



Be Found



Be Connected



Be Involved

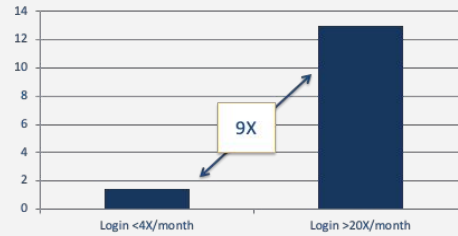


# Maximizing Real Results

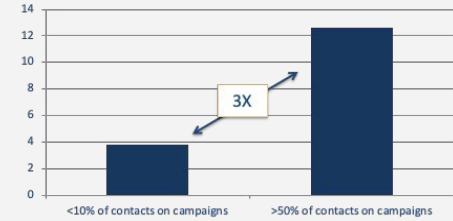
## 1. Consistently add new leads



## 2. Follow up quickly

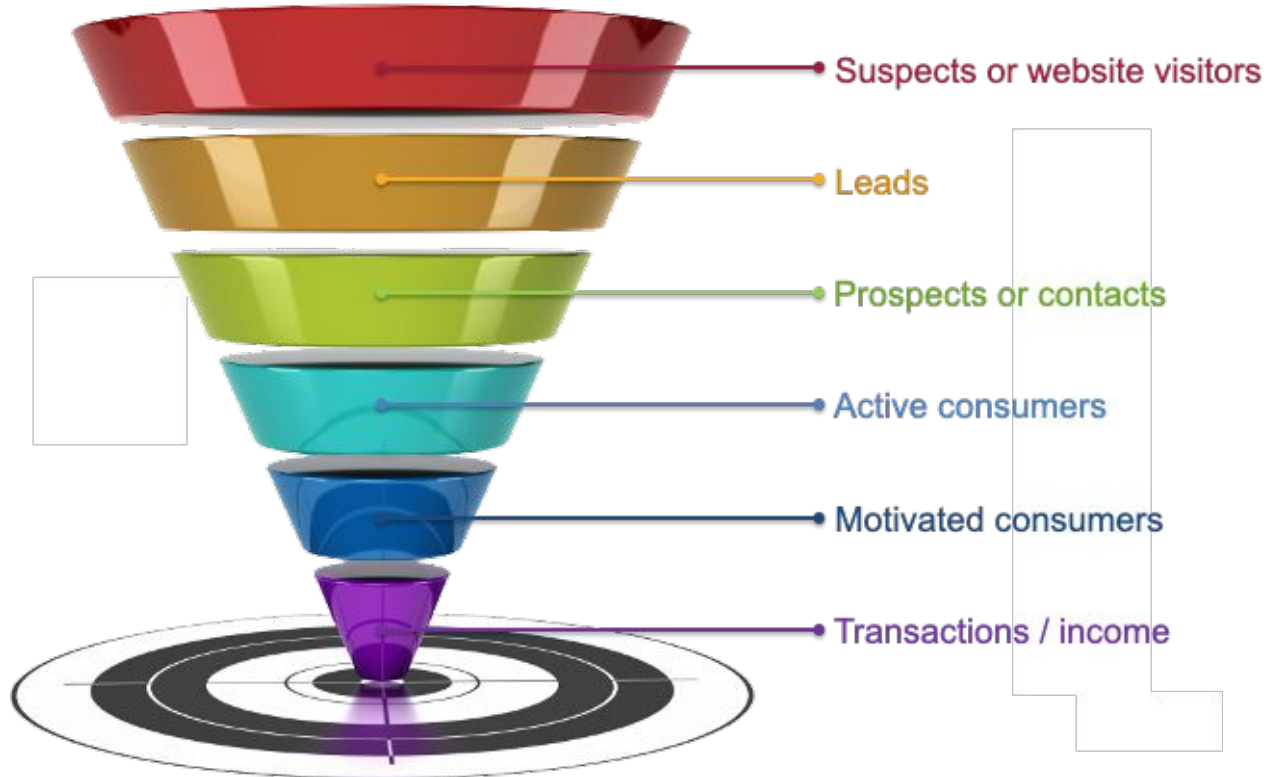


## 3. Engage with multi-touch alerts/campaigns

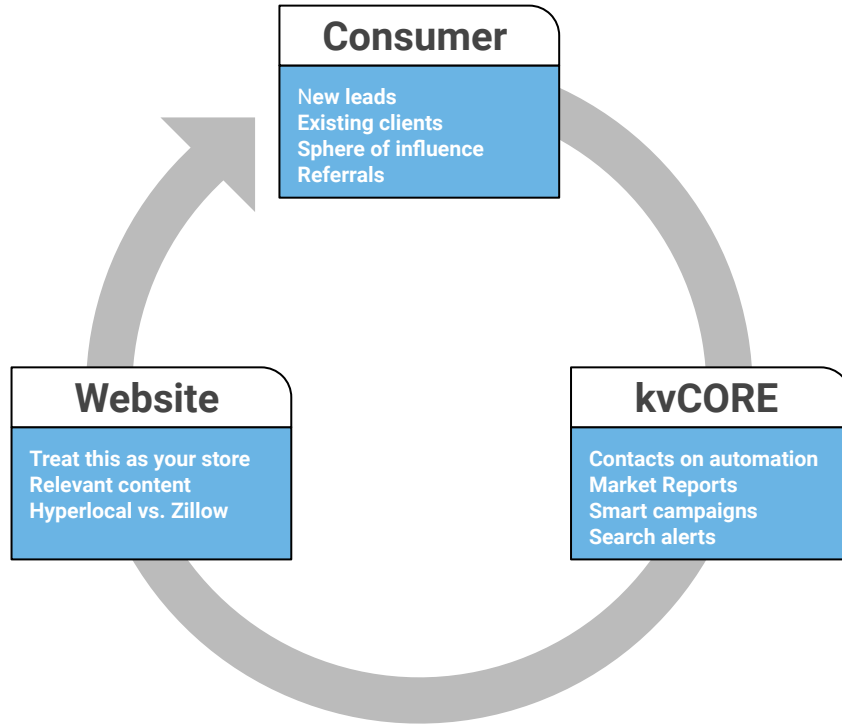




# Understand Your Lead Funnel



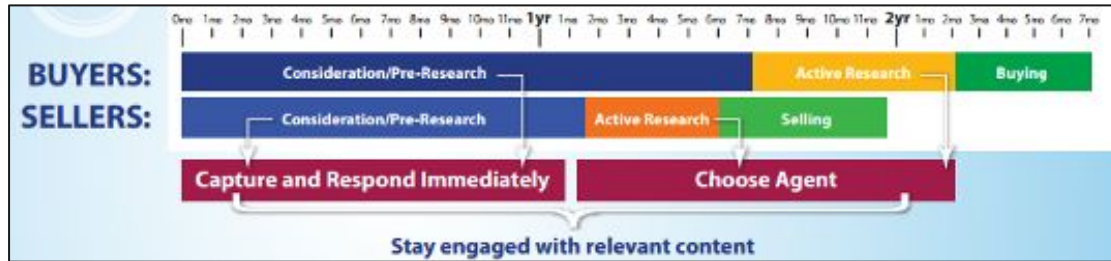
# #1 Goal When You Generate a Lead?



## STOP THEIR SEARCH!

- Consumers become a lead 8-10 times before talking to an agent
  - How many agents do they see or meet on the big portals?
1. Get them back to your website
  2. Eliminate other search options and competition
  3. Continue to look for behavior triggers

# Consumer Timeline



# Consumer Centric **Approach**



## What Is Influencing Consumers?

- Key Demographics
- Remote Work Impact
- Affordability Median
- Mortgage Rates
- Location
- Life Events
- Digital Engagement

# Phase 1 Pre-Research



## CONSUMER

- ❖ Hiding behind the wall of the internet
- ❖ Gathering content and picture of homes
- ❖ Not ready to talk to an agent

## AGENT

- ❖ Be first to respond
- ❖ Stop their search
- ❖ Provide the relevant content they are looking for



# Phase 2 Active Research



CONSUMER	
❖	More active in their search
❖	Inquires about a specific listing or pre-approval
❖	Begins to engage with the agent

AGENT	
❖	Continue to provide relevant content
❖	Base communication off consumer's triggers
❖	Begin to inject value proposition

# Phase 3 Buying/Selling

## CONSUMER

- ❖ This is the 'sweet spot' of their timeline
- ❖ Begin to view homes and make offers
- ❖ Ready to list their home and put up for sale signs

## AGENT

- ❖ Educate consumer on market conditions
- ❖ Gather additional info from networking and other agents
- ❖ Set buying/selling expectations





# Morning Cup of kvCORE

The dashboard interface includes a top navigation bar with 'Shop Marketplace', 'Quick Actions', and user profile 'Kendra'. A left sidebar lists navigation options: Dashboard, Company Cloud, Playbooks, Smart CRM, Listings, Marketing, Lead Engine, Transactions, Web & CRM, Marketplace, Business Analytics, Support & Training, and Super Admin. The main content area is divided into several sections: 'Today's Objectives' with tasks like 'Build Your Pipeline' and 'Boost your most powerful assets'; 'Playbooks' with items like 'Promote a New Listing' and 'Gather Your Sphere'; 'kvCORE Training' with links for 'Agent Quick Start', 'LIVE View Training Calendar', and 'WEEKLY MARKETPLACE Webinar'. Below these is a filter bar for 'ACTIVITY', 'CALLS', 'TASKS', 'CALENDAR', and 'MY BUSINESS'. A central grid displays automation test results for various properties, including '1807 S MEADOWLARK DR # 118 Eagle Mountain, UT 84005', '1077 ASPEN LEAF PL Draper, UT 84020', 'CORE Home: Move' for '1700 LAKEMIRA LN, Draper, UT 84020', and 'CORE Home: Transaction' for '1700 LAKEMIRA LN, Draper, UT 84020'. Each card shows a property image, a 'Viewed Listing' status, and an 'Automation Tester' notification. A bottom navigation bar contains a 'Refer a Friend' link and a notification bell icon.





# Behavior Triggers

Analyze behavioral data and maximize opportunities to communicate with your leads.

Here are **10 behavior triggers** to pay attention to:

1. Viewed home
2. Saved home
3. Setup listing alert
4. Request more info on listing
5. Zip code/neighborhood change
6. Short sale/foreclosure home
7. Cono's/Townhomes - HOA
8. Viewed Market Report
9. Reapproval request
10. Phone number



# Lead Nurture **Tools & Tactics**

**Automation =**

- **Consistency**
- **Efficiency**
- **Greater Reach**
- **Trackability**
- **Lead Qualification**
- **Personalization**
- **Low Effort**

# 4 Strategies to Drive Conversations

## Recommended Listings

- *Most relevant content to online consumers*
- *9 out of 10 consumers start their search online to view homes*
- *Drives the consumer BACK to your site*
- *Eliminates other search engines*

## Market Report

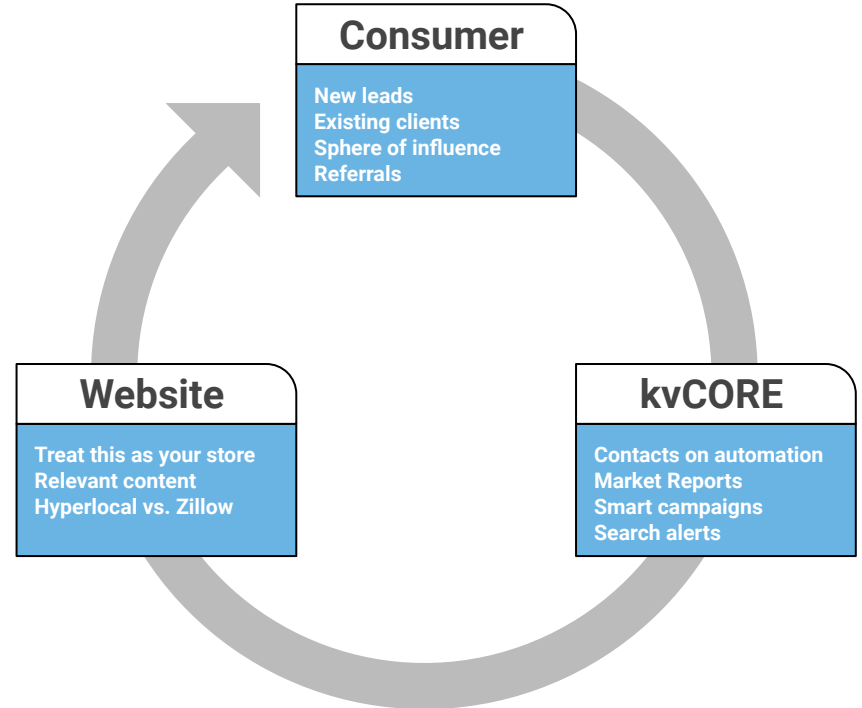
- *Up to date hyperlocal neighborhood data*
- *Value proposition to your business*
- *Demonstrate expertise*

## Search Alerts

- *Consistent technology that drives your consumers back to your website*
- *Opens windows of relevant content*
- *Provides a reason for your prospects to contact you directly*

## Smart Campaigns

- *Campaigns that are specifically designed to create a conversation*
- *Combination of emails, texts, calls and tasks*



# Top 2 Discovery Goals



# Action Items:

- Join us next week
  - Session 3 - **Social Influence Amplified: Building Your Brand & Pipeline with Savvy Social Media Strategies**
  - April 17th @ 9am PST
- Download the New Lead 10 Day Checklist
  - Attend Tactical Thursday for a deep dive on activating your automation
  - Put the checklist into action with every new lead
- Social Media
  - Join the FB Discussion Group
  - Post your favorite light bulb moment from today with #SuccessSeries

