



3 Key Habits of Top Trulia Agents

In this class learn the top three habits of these highly effective agents. As an agent, balancing everything from lead generation to engaging could-be clients to providing amazing service to your buyers and sellers can be a challenge. But with a little know-how you can get it all done--without sacrificing your personal life. We asked the most successful Trulia agents their secrets for achieving maximum productivity and profitability in less time.

First Response

Trulia Agent Mobile App

- Get **push notifications** when you receive **new leads** so you can **respond instantly**.
- Quickly access **contact** and **property details** as you respond
- View **listing information** while on-the-go and send clients **real-time information**

[Link to Agent Mobile App](#)

Trulia Agent Mobile App...First Response

- You're **100x more likely** to reach a lead if you respond in **5 minutes vs. 1 hour**
- **88% of leads** feel that response time is "**extremely important**" when selecting their agent
- **31% of leads** expect a real estate agent **to reply instantly** to their online inquiry
- Buyers and Sellers use **responsiveness** as a proxy for quality.

Trulia Insights

- Available on new lead emails with Trulia Local Ads and Trulia Mobile Ads
- Trulia Insights are based on two things:
- 1 – The consumer's search and save history.
- 2 -- Questions about the consumer's readiness to buy. (Questions: "What is their timeframe to move, are they pre-approved for a mortgage and are they currently working with an agent.")

[Learn more about Trulia Insights](#)

Must-Haves in Your First Response

- Respond Fast
- Know Your Audience
- Provide Value
- Make a Connection
- Goal is to win their trust, the appointment will follow.

[4 Keys to a Powerful First Response](#)



Manage Your Online Brand

More Consumers Are Online and... *More Consumers Use an Agent!*

- 92% of all buyers **use the internet** in their home search
- 96% of buyers **under the age of 44** use the Internet in their home search
- 1 in 4 of buyers **found their agent** on sites like Trulia
- The number of consumers who use an agent is **RISING!**
 - 69% in 2001
 - 88% in 2014

Show Off Your Experience & Expertise with Your Trulia Profile

- Build your brand with your Trulia profile, which highlights things like...
 - Your specialties
 - Your successfully sold listings
 - Your current listings
 - Past Client Reviews
 - Specialty skills

Learn more about creating a [Trulia Profile](#)

Build your brand with Ratings + Reviews

- Profiles that are 100% complete receive up to 20X more views!

Learn about [ratings and reviews](#) (Arial, Italic, 10pt)

Insider Tips for Ranking Higher in the Trulia Agent Directory

- **Complete your profile.**
 - Always include a photo and highlight your unique **skills and expertise**.
- **Add reviews.**
 - Request/Add **reviews** from past clients to help generate **online referrals**.
- **Add Past Sales.**
 - Showcase your success to **prospective clients** in the **locations and property types** you **specialize in**.

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Lead Engagement

How long should it last?

People take a significant time to think about buying/selling before they actually take action to do so. By using campaigns after you've done your best to make personal connections, it reiterates your relationship and your services so know matter when in their timeline they decide to buy or sell their home, they call you.



Key Stats:

- Phase 1—Pre-research: Sellers 13.1 Months; Buyers 16 Months
 - The phase where people start to contemplate the idea of moving and entering light discussions about it.
- Phase 2 – Active research: Sellers 2.7 Months; Buyers 6.6 Months
 - This phase is generally an information gathering process when sellers try to figure out what their home might be worth, what they need to do before selling their home, etc.
- Phase 3 – Selling: Sellers 5.0 Months; Buyers 4.1 Months
 - This is the phase where they decide to list, and put their home on the market and hopefully get it sold.

Learn more about connecting with [Marketing Campaigns](#)

What do I send?

- Research what your audience wants
- Match content to audience
 - Educational & Best Practices
 - Early-stage sellers may be more receptive to content that walks them through the steps of selling a home or explains the process. Show-off your ability to get seller's through tough challenges by providing smart content about things all sellers should know or do
 - Trusted Resources
 - Help prospective clients out by providing them with a list of stellar local vendors who you trust. Their good work will reflect nicely on you!
 - Market Reports and Information
 - Hot Topics

[Content Resources](#).

Get invaluable data from the Client Listing Report

- Show your clients how you're marketing their home and how their home is doing.
- This is a report that's available on any listing you have claimed
- It's a great way to stay top of mind and ensure that your clients feel confident that you're doing all you can to get them the best deal possible.
- Completely automated so you don't even have to think about it! The report shows the number of listing views and how many times the listing was displayed in property search results.

Learn about managing your [Trulia contacts](#)



How often should I reach out?

- At least 1x/Month
 - If the contact comes from a source that generates more motivated leads, or you've seen more signs of motivation, increase the frequency of contacts as they are more likely closer to being ready to buy/sell.

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Writers Block?

Free Buyer and Seller Campaign scripts on support.trulia.com

Search: "[Buyer Lead Conversion Plan](#)" and "[Seller Lead Conversion Plan](#)"

Simple Tips to Remember

- First response
- Manage your online brand
- Lead Engagement