



Turn Buyer Leads into Appointments

This class discusses the strategy behind using the Buyer Lead Conversion Plan as an integral part of your buyer lead conversion process. We provide the tools, tips and scripts based on data from NAR to ensure you can maximize your responses from new buyer contacts—from any source!

Key Statistics

The Buying Journey, according to Hebert Research, goes something like this:

- 16 Months: Phase 1—Pre-research
 - The phase where people start to contemplate the idea of buying a home and/or moving and entering light discussions about it.
- 6.6 Months: Phase 2 – Active research
 - This phase is generally an information gathering process when buyers try to figure out where they want to live, and what homes are going for in their favorite neighborhoods, as well as what they need to do before buying (pre-approval, credit, selling their home, etc.).
- 4.1 Months: Phase 3 – Buying
 - This is the phase where they decide to buy, and are actively walking through homes with an agent or by themselves at open houses.

67% of buyers only interview 1 agent before selecting who they work with (and typically spend one day interviewing).

Note: Most agents get referrals in the end of the active research phase/beginning of the buying phase, whereas online consumers typically are 6 months away from being ready to buy.

Speed Matters: The odds of contacting a lead if you call within 5 minutes is 100 times greater than if you wait 30 minutes after you receive the lead.

What Do Buyers Want from Agents?

What's the most important factor when selecting an Agent?

- 23% -- Reputation
- 23% -- Honesty and Trustworthiness
- 15% -- Friend or Family member
- 13% -- Knowledge of the Neighborhood

The top things buyers want help with from an agent:

- Help finding the right home



Keys to Convert Buyers

- **Tools**
 - CRM
 - Contact management systems help to save you time by managing all of your leads, marketing, and follow-up in one place
 - Personal Website
 - Listing Alerts
 - These are best if they drive buyers back to your personal website that has an IDX feed from your MLS
 - Market Reports
 - These are best if they live on your personal website so they are always getting information from YOU, not other agents or sites.
- **A Plan**
 - 7 Day Plan of Attack: A high-touch, value-driven daily strategy to engage your buyers in the first week they come to you as a lead.
 - Nurture Campaign: Automated emails, phone calls and activities to stay top-of-mind with your buyers throughout their timeline.
 - Both of these are outlined in the [Buyer Lead Conversion Plan](#)
- **Positive Mindset**
 - Approach new leads as an opportunity to create a new business opportunity no matter what their timeline may be.

7 Day Plan to Convert Buyers:

Follow the [Buyer Lead Conversion Plan](#) which includes a “7 Day plan of attack” and a follow-up buyer nurture campaign with outlined daily activities, emails and scripts and more!

Remember: Perfection is the enemy of done. Just do it!