



# RealGeeks PLAYBOOK

Home Search Lead Conversion

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1st edition 2023

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# WHO WE ARE

## BUILT BY AGENTS, FOR AGENTS

Real Geeks was started 12 years ago by successful real estate professional Jeff Manson, and Purdue computer science graduate Kevin McCarthy.

## DEDICATED TO YOUR SUCCESS

It's our mission to enrich agents' success with technology. That mission started as a website and CRM solution, then quickly grew into an entire platform of flexible tools—the ultimate home selling machine.

## PLAYBOOK COLLABORATORS

### Paul Diaz

VP Managed Marketing | Real Geeks

### Greg Harrelson

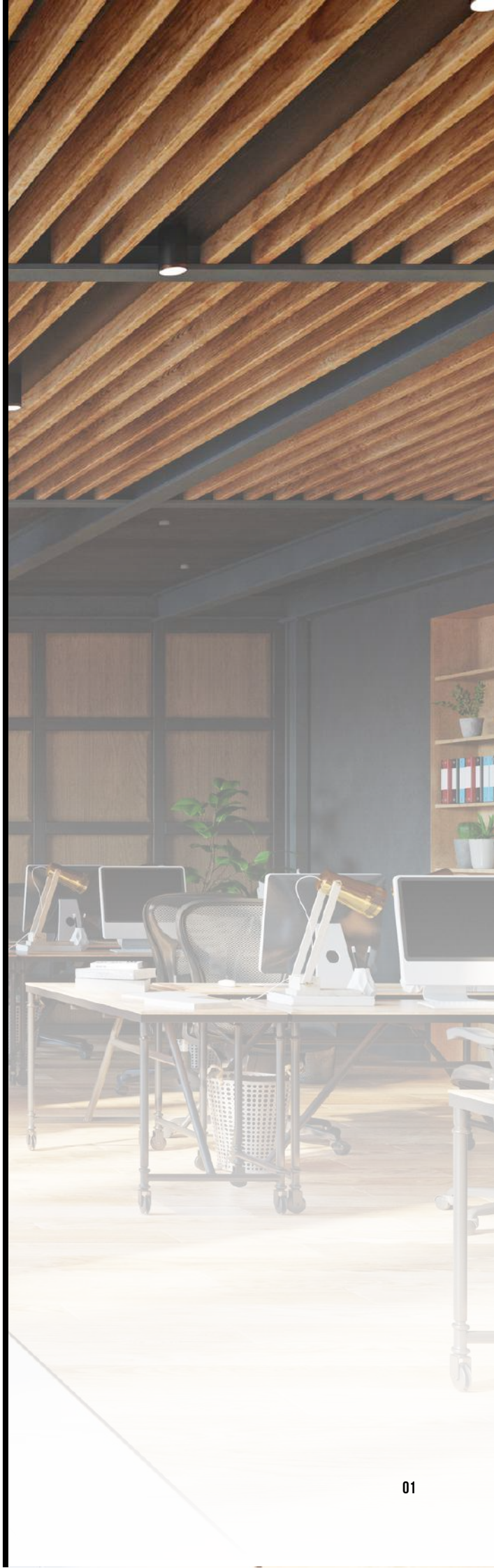
Realtor, Owner | Century 21 The Harrelson Group

Real Geeks Top Producer

### Todd Tramonte

Broker, Owner | Todd Tramonte Home Selling Team - Market Experts Realty

Real Geeks Top Producer



WHAT ARE

# INTERNET LEADS?

An internet lead is simply someone who has clicked on something. This playbook details how to contact, build a connection and keep these leads from falling through the cracks. Everything we've outlined here relies on the **typical mindset and path** of an internet lead searching for homes.

- Early stage or “just looking”
- Normally not committed to an agent
- Interested in your market
- Will usually buy within 3 years
- Typically first time home buyer

1

Googles  
“Homes for Sale”

2

Lands on your  
website

3

Registers

# WHY INVEST IN INTERNET LEADS?

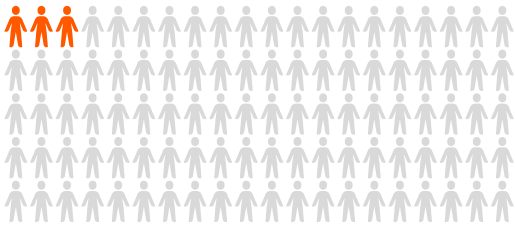


## LONG-TERM INVESTMENT WITH COMPOUNDING RETURNS

1-3%

TYPICAL CONVERSION RATE

Out of 100 leads, about 97 will tell you no



OF BUYER LEADS ARE  
**ALSO SELLER LEADS**

Long-term conversions  
& referrals

| Leads  | New Leads | Database | New Leads Transactions | Database Transactions | Total Transactions |
|--------|-----------|----------|------------------------|-----------------------|--------------------|
| Year 1 | 500       | 500      | 5                      |                       | 5                  |
| Year 2 | 500       | 1000     | 5                      | 10                    | 15                 |
| Year 3 | 500       | 1500     | 5                      | 15                    | 20                 |

# LEAD CONVERSION

## IS A NUMBERS GAME

| Goal Transactional Value | Ratio Description        | Ratio (X:1) | Percentage |
|--------------------------|--------------------------|-------------|------------|
| \$10,000,000             | Calls to contact         | 5           | 20%        |
|                          | Contact to appointment   | 10          | 10%        |
|                          | Appointment to show/list | 5           | 20%        |
|                          | Show/list to close       | 1.5         | 67%        |
|                          | Volume per close         | \$350,000   |            |
|                          | Calls per hour           | 40          |            |

**Assumptions:** 12 months per year, 4 weeks per month, 5 days per week, 2% commission

### Result:

|                          |              |                                        |   |                   |
|--------------------------|--------------|----------------------------------------|---|-------------------|
| To make an additional    | \$10,000,000 | in transaction volume in the next year |   |                   |
| I need to call leads for | 1            | hours(s)                               | 7 | minute(s) per day |
| and make at least        | 45           | calls per day                          |   |                   |

**Take home = \$200,000**

### Activity Value Breakdown:

| Activity    | Value For Each |
|-------------|----------------|
| Call        | \$19           |
| Contact     | \$93           |
| Appointment | \$933          |

# YOUR FORTUNE IS IN YOUR FOLLOW UP



## 1 HOUR A DAY

Assume a 5 day work week, dedicate 1 hour each day, aim for 45 calls per day.

## 45 CONTACTS A WEEK

On average, every 5 calls result in 1 contact. 45 calls 5 days a week = 225 total calls.

## 18 APPOINTMENTS A MONTH

On average, every 10 contacts result in 1 appointment.

## 43 SHOWINGS/LISTINGS A YEAR

On average, every 5 appointments result in 1 showing or listing.

## 29 YEARLY TRANSACTIONS

On average, every 1.5 showings or listings result in a transaction.



# THE KEYS TO CONVERSION



## **RAPID**

Contact in under 5 minutes



## **RELENTLESS**

Get a response



## **REAL CONVERSATION**

Develop a relationship



## **PROVIDE VALUE**

Build rapport, establish credibility

# RAPID | KEYS TO CONVERSION

## CONTACT IN UNDER 5 MINUTES

Research studies conducted by Harvard Business Review show many companies are taking far too long to respond to new leads with an average response time of 42 hours (illustrated below).

Contact made with a lead in the first hour of registration is 7 times more likely to result in meaningful conversation than making contact even an hour later—and 60 times more likely than waiting 24 hours or longer to make contact.<sup>1</sup>



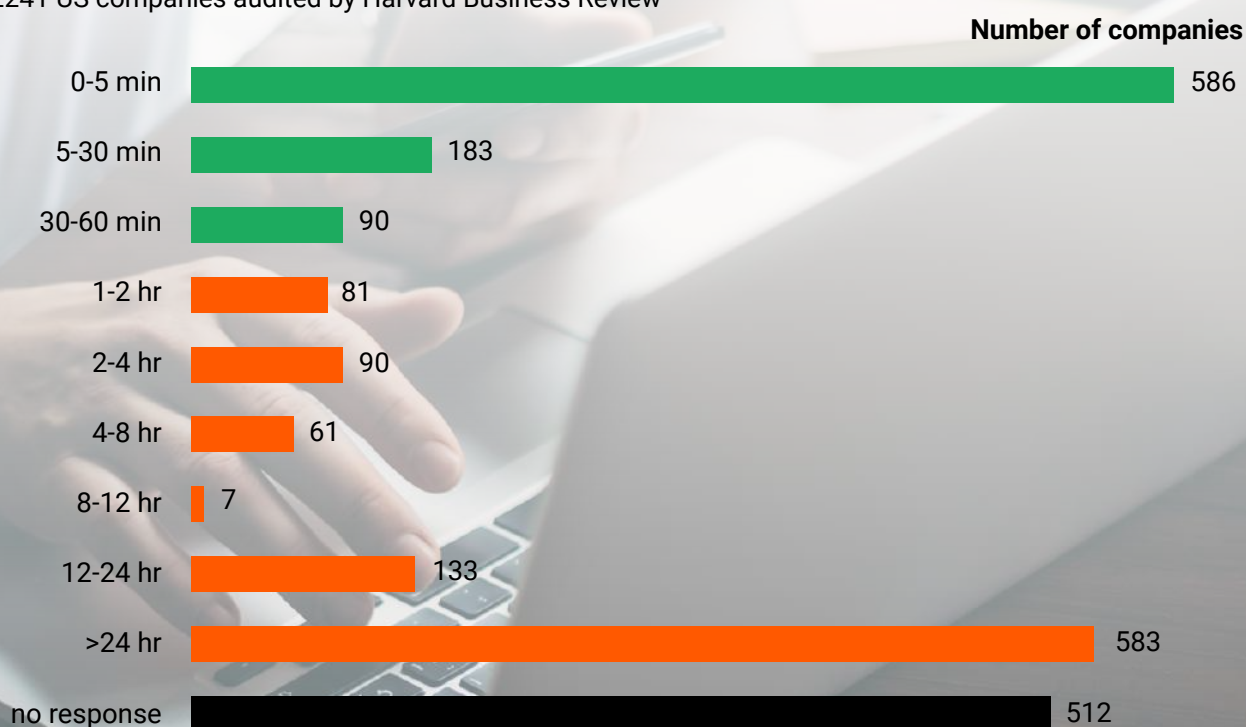
Ensure your Real Geeks CRM is set up to send **email, text, and in-app push notifications** the moment a new lead registers on your website.



**Enable Real Geeks Sign-Up Responder Texts** to automate initial text reach outs to new leads.

### New Lead Response Time Audit

2241 US companies audited by Harvard Business Review



# RELENTLESS | KEYS TO CONVERSION

**re-lent-less** *adjective*: showing or promising no decline of intensity, strength, or pace

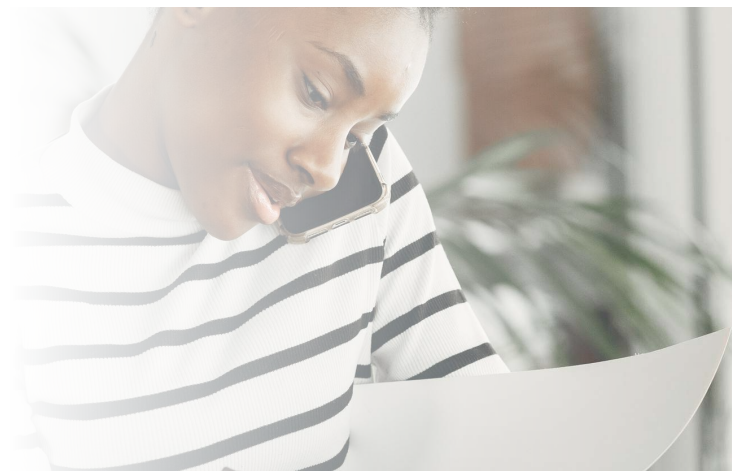


## BLOCK YOUR CALENDAR

Utilize time blocking and daily schedules to ensure you're making best use of your time to maintain your momentum.

## FOLLOW UP OFTEN

Establish a sequence outlining how often you will reach out to new leads. Start slow, ramp things up as you get comfortable.



## STAY ORGANIZED

Follow a process for every call—from the number of times you will attempt to make contact, to your post-call tasks.

## RELENTLESS | KEYS TO CONVERSION

# BLOCK YOUR CALENDAR

Blocking **1-2 hours on your schedule** to call leads each day is best practice.

**The best prospecting block will depend on your market.**

Try a morning block for 1 week. The next week, try an evening block. Compare answer rates to determine when you should be calling leads.

|       | SUN       | MON           | TUES | WED           | THURS | FRI          | SAT |
|-------|-----------|---------------|------|---------------|-------|--------------|-----|
| 8 am  | New Leads |               |      |               |       |              |     |
|       |           | Recent Logins |      | Recent Logins |       |              |     |
| 9 am  |           |               | SOI  |               | SOI   |              |     |
|       |           |               |      |               |       | CRM Clean Up |     |
| 10 am |           | Follow-Ups    |      |               |       |              |     |



**Your prospecting block should be sacred**—mandatory, uninterrupted time each day dedicated solely to calling leads



Calling leads is a lot like a workout—tedious, but necessary if you want results



You may not have 2 hours a day to dedicate, and that's okay. **Start at a pace you can consistently commit to**

# FOLLOW UP OFTEN

The following sequence is best practice for following up with new leads. When just getting started, you can decrease the number of reach outs per segment depending on comfortability.

01

## Immediate Contact

When a new lead registers on your website, call them within 20 minutes <sup>2</sup>

02

## Daily Contact

Call the lead once a day for 3 days

03

## Weekly Contact

Call the lead once a week for 3 weeks

04

## Monthly Contact

Call the lead once a month for 3 months

**TOTAL:** 10 contact attempts over 90 days

For **every call**, no matter what type of lead, complete the following actions:

- 💡 Call the lead
- 💡 If no answer, call again (**double dial**)
- 💡 If no answer, send a text
- 💡 **Vary the times you call**—if no answer in the morning, try an evening call on next attempt
- 💡 Log all call attempts and texts in your CRM
- 💡 **Complete post-call process**

# STAY ORGANIZED

Keep leads from falling through the cracks—maintain organization by completing these steps in your Real Geeks CRM after each call.

## Post-Call Process (per lead)

### 01 LOG

#### WHEN DID YOU CALL THE LEAD?

Log and label every call and text made (call 1, call 2, etc.)

### 02 FOLLOW-UP

#### WHAT IS YOUR NEXT ACTION?

Add a follow-up detailing the next action you plan to take (call tomorrow, call next week, etc.)

\* No more than 1 follow-up at a time per lead

\* Optional: *Add Reminder* to see the follow-up on your calendar

### 03 AUTOMATION

#### DOES THE LEAD HAVE A SAVED SEARCH?

👤 If buyer, ensure at least 1 Saved Search

🏠 If seller, ensure at least 1 Market Report or Home Valuation

\* **Most valuable feature** in your Real Geeks CRM ↑

☑ Ensure all leads are on at least 1 Workflow

04

STATUS

### WHERE IS THE LEAD IN BUYING/SELLING PROCESS?

Update status field on lead detail page to correspond with **pipeline stage**

\* Status field breakdown page 16

05

TIMEFRAME

### WHEN IS THE LEAD LOOKING TO MOVE?

Update timeframe field on lead detail page to reflect when the lead is looking to buy or sell

06

URGENCY

### HOW OFTEN WILL YOU CONTINUE TO CONTACT?

Update urgency field on lead detail page to reflect how often you should contact the lead

\* Urgency field breakdown page 16

07

NOTES

### DID YOU LEARN ANYTHING ABOUT THE LEAD?

Add any additional information gained during contact to *Important Notes*

# REAL CONVERSATION

## KEYS TO CONVERSION

### CULTIVATE THE RELATIONSHIP

Calls lead to conversations, and conversations lead to commitments. Commitments lead to closings, and closings lead to cash.

**Success takes an authentic relational approach, not a transactional mindset.**

- ✓ Abundance mindset—people will always need to buy and sell homes
- ✓ Focus on developing connections and nurturing long-term referral opportunities
- ✓ Ready to meet lead needs even when they don't involve a transaction



# REAL CONVERSATION

## KEYS TO CONVERSION

### OVERCOME OBJECTIONS

The hard truth of calling leads is that no call will go as planned. The only guarantees are the objections—**they will say no**. Be prepared for them to tell you why they don't need an agent.

**Do leads want to talk about real estate?**

**SW/SW/SW**

Some will, some won't. So what? Validate and emphasize with their concerns. Make them feel heard.

“ *Just Browsing. Not Serious.*

**Agree** - Let them know you also like to browse, and you understand they're not looking to buy soon.

**Ask** - Find out what they might like to change about their living situation when they do eventually move.

“ *Not looking to buy for XYZ years.*

**Appreciate** - Convey that you're impressed by their vision and ability to plan ahead.

**Ask** - Discover their plan, hopes, and ideals for their future home purchase.



# PROVIDE VALUE

## KEYS TO CONVERSION

As an agent, you are the expert—use this to your advantage by providing a valuable experience for every lead you connect with.

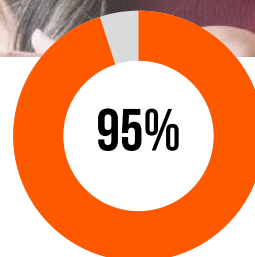
Share helpful information freely to establish trust, and reinforce why you are the agent to work with.

### PERSISTENCE PAYS OFF

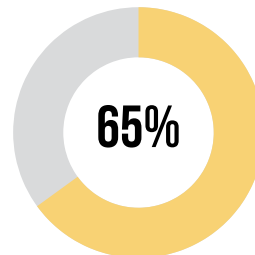
Be patient, positive, and persistent. Check-in with all leads on a monthly basis (see new lead contact sequence on page 11).

There is an abundance of "low hanging fruit" in the industry—leads waiting for an agent to consistently deliver on their initial promise.

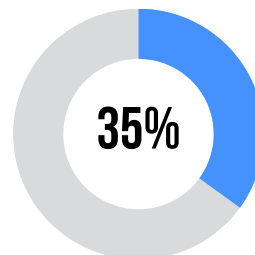
Success lies in your commitment to follow-through where others won't.



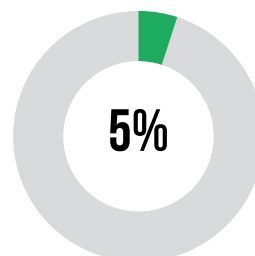
of agents will **call leads right away**



of agents will **make a 2nd call**



of agents will **make a 3rd call**



of agents will **make a 4th call**

# PROVIDE VALUE

## KEYS TO CONVERSION

Making connections takes practice.

Role play and test your talk tracks so scripted responses feel and sound natural.

### MAKE A CONNECTION

Use the **FORD** method to build trust and establish rapport by asking the right questions to express your interest in getting to know a lead as a person.

#### **F**amily

Share appropriate info about your family to break the ice on this insightful topic

*"My daughter is coming to visit this weekend from California. Do you have any children?"*

#### **O**ccupation

Response will vary depending on the person's feelings about their work—makes for great conversation regardless

*"How do you spend most of your time? Does work keep you pretty busy?"*

#### **R**ecreation

Engage a person in an area they're passionate about to create meaningful conversation

*"How do you like to spend your time when you're not working?"*

#### **D**reams

Everyone has aspirations and goals. Get people talking about their dreams with open ended questions

*"Do you feel like your life is exactly where you want it to be? What would you change if you could?"*

## STATUS FIELD BREAKDOWN

Keep track of a lead's status (where they are in buying/selling process) using your Real Geeks CRM

|                          |                                                                                                   |
|--------------------------|---------------------------------------------------------------------------------------------------|
| <b>New</b>               | Brand new lead, needs initial outreach                                                            |
| <b>Attempted Contact</b> | Outgoing communication sent, lead yet to respond                                                  |
| <b>Nurture</b>           | Lead responded to communication, working relationship being established                           |
| <b>Appointment Set</b>   | Lead agreed to meet in person, and/or actively touring properties or preparing to list a property |
| <b>Showing/Listing</b>   | Lead made or received an offer on a property                                                      |
| <b>Contract</b>          | Lead is under contract to buy or sell a property                                                  |
| <b>Closed</b>            | Lead has closed on their contract                                                                 |
| <b>Do Not Contact</b>    | Lead would like no further communication                                                          |
| <b>Non-Client</b>        | Non-lead contact, does not belong in the sales pipeline                                           |
| <b>Past-Client</b>       | Lead closed on a contract with you in the past                                                    |

## URGENCY FIELD BREAKDOWN

Keep track of a lead's urgency (how often you should contact the lead) using your Real Geeks CRM

|                  |                   |
|------------------|-------------------|
| <b>Fire</b>      | Daily contact     |
| <b>Hot</b>       | Weekly contact    |
| <b>Warm</b>      | Monthly contact   |
| <b>Long-Term</b> | Quarterly contact |

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# ENDNOTES

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