



How Agents Can **Effectively Convert Internet Leads**

A REAL ESTATE EBOOK FROM



BOLD ⚡ LEADS

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In the competitive world of real estate, the unfortunate reality is that there are only so many leads to go around. In fact, for the average agent, only 0.4% - 1.2% of leads actually materialize into a deal. So, how can agents effectively convert potential clients into buyers and sellers, particularly those often-elusive internet leads? It's easier than you think, and the good news is that, by following five simple steps, you can become a leader in converting leads.

1. Grow Your Knowledge
2. Practice Patience
3. Hone Your Value Proposition
4. Follow Up Consistently
5. Invest in the Right Tools



Grow Your Knowledge

Leads, or eventual clients, are in search of well-educated agents who know their local market like the back of their hand. Plus, in-depth knowledge can lead to greater satisfaction, differentiation, and lasting relationships. When you become a local expert, you can seamlessly convert leads into clients time and time again.

Opportunities to Expand Your Knowledge

GROW YOUR KNOWLEDGE THROUGH:

- Comprehensive CE
- Networking events with local experts
- Certifications and designations
- Upgraded licensure



Practice Patience

An internet search is often the first step in the process, so many leads likely won't be ready to work with you on the spot. Agents can effectively convert leads to clients by employing long-term thinking. Set up regular touch points to stay top of mind, but remember that part of winning the client may be playing the waiting game.

“Energy and patience in business are two indispensable elements of success.” — PT BARNUM





Hone Your Value Proposition

With more than 2 million active real estate agents across the nation, you'll need to stand out. Determine whether your unique approach, top-of-the-line technology, superior customer service, or other aspects make you the agent for the job, and sell that to the lead.

Pro Tip:

To go above and beyond, personalize information for each lead. Keep a file complete with personal anecdotes to pepper into later conversations, or drop their name or address into presentations and sample marketing materials. You'll instantly stand out from that sizable crowd thanks to a more personalized approach.



“Your value proposition is an answer to the question: ‘why should I buy from you and not your competitor?’”

— NEIL PATEL, *entrepreneur, analytics expert, and investor*

Follow Up Consistently

As a consumer, there are few things more frustrating than reaching out to a professional and never hearing back. Between outdated websites, clunky form submission technology, and impersonal automated responses, authentic contact is in demand. Follow up with leads, virtually or face-to-face, as soon as possible. You may also want to prepare a physical packet to leave behind, making a great impression and ensuring that you stay top-of-mind.

Elements to include in your packet:

- A resume or blurb outlining your background
- A detailed report of your initial contact with the lead
- Relevant market data and insights
- Personalized sample marketing materials
- A reminder of the date of your next touchpoint
- Clear contact information



Invest in the Right Tools

Of course, the road from lead to client is rarely linear. You'll want to employ a streamlined system to maintain contact and stay top-of-mind. Lead generation software, customer relationship management tools, and scheduling software can all help ensure you're maximizing your number of leads at each stage of the process.



BoldLeads

BoldLeads is a leader in lead generation for real estate agents. Their automated, quality lead generation and follow-up system already serves thousands of agents across the nation, and provides an excellent alternative to the typical outdated, scammy systems that consumers despise. Simplify the lead generation process and set yourself up for success. [Get started](#) with BoldLeads today.

About BoldLeads

BoldLeads understands how rough real estate lead generation can be. From support teams that never respond to competition between agents for the same leads, they understand what hurdles you need to jump over in order to succeed. They're out to change that. BoldLeads offers a simple tool that maximizes your resources to get the most leads in a short amount of time, with measurable results. BoldLeads also has powerful training guides and a dedicated support team, because your success is important to them. Learn more about this powerful tool and [claim your area now](#).

