



THE  
CONVERSION  
FORMULA:

# Turn Leads Into Clients

UTILIZING YOUR  
REAL ESTATE CRM

A REAL ESTATE EBOOK FROM

 **The CE Shop** | **BoomTown!**





# Converting Online Leads

It's no secret, online leads can be tricky. They take longer to convert and require more hands-on nurturing than leads from other sources. This happens because the average online home shopper is at least 6-12 months out from being ready to purchase.

But imagine if you had the right process in place to strategically engage, qualify, nurture, and convert those leads? When you have the right real estate CRM system in place, all of this is possible.

# How to Use Your CRM to Convert Leads

RESPONDING INSTANTLY  
TO INQUIRIES CAN  
**INCREASE LEAD CONVERSION  
RATES** BY UP TO

391%

Source: Zillow & MIT



## 1) EARLY BIRD GETS THE LEAD

Did you know that more than half of home buyers work with the very first agent they speak to? That's why it's critical to have a real estate CRM system in place to engage with new leads as soon as they register on your site.

If you are partnered with a strong CRM, you should be notified as soon as a new lead registers on your site. Do you have a system for responding to new leads or tracking how quickly you respond? Industry best practice is that you should be engaging those leads within 5 to 15 minutes.

If not, you need to figure out a new game plan. The truth is that you are incredibly busy and can't be available around the clock to engage new online leads (especially when they're not the hottest leads you're dealing with). When you streamline this process, you end up with a more fluid and intelligent system that is more likely to convert those leads into clients.



# How to Use Your CRM to Convert Leads

## 2) KNOW HOW TO ENGAGE

Based on data, a text-to-call “hybrid approach” works really well. To do this, you’d first leverage the consistency and high open rates of a text message to start the conversation and get the lead engaged to build a little bit of trust. Then, invite the lead to a phone call. If you’ve executed correctly, they’re more likely to accept.

When using a [Lead Concierge system](#), your concierge will leverage best practices with lead preferences to assure an excellent consumer experience. Once you understand these numbers, you can calculate how many leads you need to generate and qualify in order to close your desired amount of deals.

63%

OF U.S. CONSUMERS **PREFER TO COMMUNICATE**  
WITH A BUSINESS **THROUGH TEXT MESSAGES.**

Source: Avochato





# How to Use Your CRM to Convert Leads

## 3) PERSONALIZE AND BRAND ALL COMMUNICATION

Consumers are constantly inundated with sales pitches and marketing. That's why it's critical to approach a new lead with the right language.

Start with a personal touch and address your lead with their first name. You want to introduce yourself and establish your brand from the get-go. And if you have insights from your IDX Website, reference what they're searching for.

This is your first point of contact, so it has to be your best foot forward. That's why we recommend that if you are going to automate this process, use a human over a bot.

90%

OF CONSUMERS PREFER  
TO SPEAK WITH A REAL  
PERSON OVER A BOT.

Source: Avochato

# How to Use Your CRM to Convert Leads

## 4) FOLLOW UP FLAWLESSLY

Ask yourself: What process do you have in place for following up? Are you or your agents responding to their own leads? What is the response time? Are you being notified by your CRM?

These are important questions, but most agents ignore them. Why?

Most agents would agree: following up is pretty boring and can be extremely difficult. However, as most agents would also agree, it is absolutely necessary for your practice. To make it easier on yourself, you need to streamline. The simpler you can make this process, the better equipped you'll be to convert more leads into clients and continuously go after these potential new clients.



90%

OF AGENTS GIVE UP ON A LEAD AFTER FOUR TOUCHES. MEANWHILE, **70 PERCENT OF THOSE LEADS WILL PURCHASE A HOME** WITHIN THE YEAR WITH ANOTHER AGENT.

Source: NAR.realtor



# How to Use Your CRM to Convert Leads

## 5) FIND THE HIDDEN GEMS

Following up from our last point, agents are notorious for quickly deeming a lead “trash.” Time is money and as salespeople, you only have so much time in the day to find new leads. However, agents are more likely than not to miss those hidden gems in their database. That’s why instituting a real estate CRM system that creates long-term nurture plans, eAlerts, and drip campaigns will help your business tremendously in the long haul.

With the right system, long-term nurture plans will help grow your database, both in size and value, over time. Having eAlerts provides leads who register, but aren’t ready to buy or sell, notifications that act as an automated drip campaign. A good CRM creates an environment that works towards your leads schedule. So when they are finally ready to take the leap and make purchases, you’ll be the first agent on top of mind.

Think of your CRM as an incubator. The eggs might not have hatched yet but you know there’s a little chicklet inside ready to purchase that 3-bed, 3-bath listing down the street.

80%

OF PROSPECTS DEEMED “**BAD LEADS**” BY SALES TEAMS **PURCHASE A NEW HOME WITHIN 24 MONTHS.**

Source: SiriusDecisions



# How to Use Your CRM to Convert Leads

## 6) TRACK YOUR OWN PERFORMANCE

Whether it's an ISA, a lead concierge system, your team of agents, or you executing your lead engagement plan, you need to be tracking your performance. Without recording this data, it will be near-impossible for you to make the correct strategic decisions for how you generate leads and market your practice.

Tracking your performance also provides accountability. Having a tool that tracks you or your agents' daily to-dos and activities creates transparency for brokers and team leaders without the need to micromanage.

2/3<sup>RDS</sup>

OF MARKETERS' MAIN OBJECTIVE  
WHEN IMPLEMENTING  
DATA-DRIVEN PERSONALIZATION  
STRATEGIES IS CUSTOMER  
EXPERIENCE.

Source: Ascend2





# How to Use Your CRM to Convert Leads

## 7) BE WHERE THE MONEY IS

If you want to implement a profitable and effective lead engagement plan, the perfect mixture of technology and people is critical.

Your time is simply too valuable to be spent sitting idly around the phone to qualify and engage leads around the clock. Instead, you need a system that takes on the heavy work and narrows down the leads who are worth your attention.

Online leads are incredibly valuable for your business and they require meticulous attention to detail in order to convert. Having a real estate CRM system that helps you properly manage your online leads for you can help you do just that.



95%

OF THE NATION'S TOP-LEADING REAL ESTATE AGENTS USE A CRM SYSTEM.

Source: Hubspot.com

# Success Assurance from BoomTown!

Say goodbye to chasing cold leads and hello to closing more deals. BoomTown!'s Success Assurance is a critical addition to their real estate CRM system. This Lead Qualification Service works all hours of the day and night to generate, qualify, and set appointments for your leads in as little as 90 seconds and nurture them for up to one year. By utilizing this add-on service, you'll convert more leads into clients and help grow your real estate business.

## HIT THE GROUND RUNNING AND MAXIMIZE YOUR ROI

Success Assurance's perfect mix of tools and services mean leads get the attention they need. This allows you to avoid the expenses and hassles associated with hiring, training, and turnover. It will also allow you to identify active buyers and sellers while accelerating conversions.

## LEVERAGE REAL EXPERTS TO WORK YOUR LEADS

Acting as an extension of your team, Success Assurance contacts new leads within 90 seconds of engagement. Real people then qualify and nurture every lead for up to 365 days from registration. You can then create personalized campaigns with brand messaging, receive real-time notifications from a mobile app, and even be able to take over communication whenever you feel the lead is ready. This ability to easily and conveniently target different leads allows you (or your agents) to get back to what you do best: show homes and close deals.

## ENJOY A UNIFIED PLATFORM AND ACCURATELY TRACK PERFORMANCE

Success Assurance streamlines your process without multiple vendors and systems. All communication is housed within your CRM system and features a comprehensive dashboard that tracks every action for full transparency and tracking ROI. You also can rate and review concierge conversations to help improve and personalize this CRM for your benefit.



# BoomTown!

## About Us

BoomTown has all the tools, technology, and teams you need for real estate success. It's the only solution that generates and manages your leads, with 300+ experts at your back. Lead generation, consumer-facing websites, CRM technology, lead management services and more, come in flexible packages that scale with success. Our mission is to make real estate agents successful, and our service offerings extend far beyond technology: peer coaching support, lead qualification services to contact, qualify, and nurture leads, and dedicated advisors offer personalized support at every step, from onboarding and training to optimizing your business and planning for strategic growth.





## About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

