



How Agents Can **Effectively** Convert Internet Leads

A REAL ESTATE EBOOK FROM

 **The CE Shop**

Introduction

How can agents effectively convert potential clients into buyers and sellers, particularly those often-elusive internet 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

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



Practice Patience

Agents can effectively convert leads to clients by employing long-term thinking.

- Don't forget to set long-term goals
- Make a point to do what you can in the current moment
- When necessary, consciously slow yourself down





“A man who
is a master
of patience
**is master of
everything
else.**”

— GEORGE SAVILE, *Politician and Author*



Hone Your Value Proposition

With more than 2 million active real estate agents across the nation, you'll need to stand out.

Consider:

- Optimizing your professional brand
- Developing a unique approach
- Investing in top-of-the-line technology
- Prioritizing customer service
- Focusing in on one specific niche

Pro Tip: Personalize information for each lead.



“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

Connect with leads, virtually or face-to-face, as soon as possible.

Pro-Tip

Consider creating a video introduction that you can send out to leads for a memorable first impression.



Invest in the Right Tools

Consider lead generation software, customer relationship management tools, and scheduling software.



Wrangle Those Elusive Leads

Visit The CE Shop Picks Page for a few of our favorite tools to help grow your business.





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