

How
Agents Can
Effectively
Convert
Internet
Leads

A REAL ESTATE EBOOK FROM





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

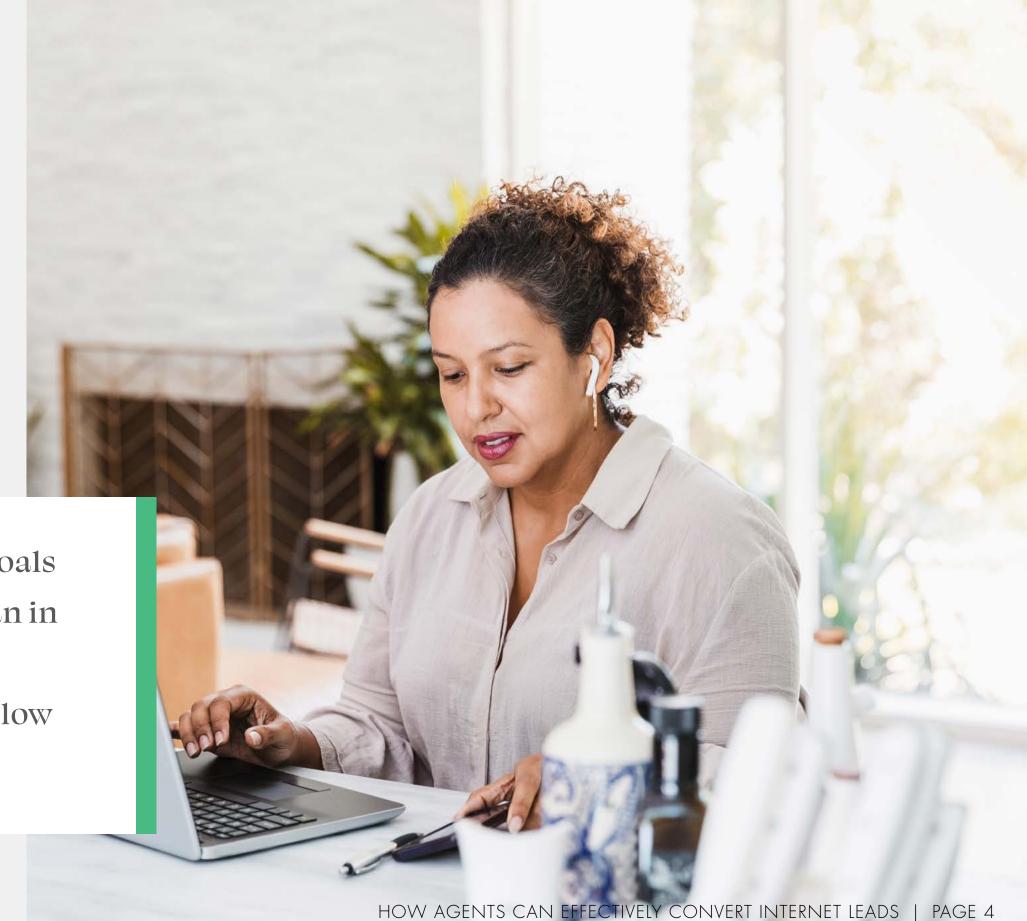
- Networking events with local experts
- Certifications and designations
- Comprehensive CE
- Upgraded licensure



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

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