Simplify Lead Management and Nurturing

with a Dynamic Real Estate CRM

PLACESTER®

Introduction

You've been steadily generating leads over the past few months, and you're excited by the thought of what you can offer those potential customers and how their buyer journey will unfold. . . but when you have a moment to think, you realize you aren't sure where to begin. This, is not uncommon for professionals of just about any kind, even those with modest lead management experience.

There are lots of questions you probably ask yourself when it comes to best lead organization and nurturing practices:

- **Which of my leads should I reach out to first?**
- **What kinds of emails should I send my prospects?**
- **Should I resort to cold-calling leads when all else fails?**

The answer to these questions is. . . there is no one right answer. Rather, lead management strategies will vary among agents and brokers of different experience levels and niches. What remains the same for each of these real estate pros, however, is the need for a modern CRM solution that simplifies all of these tasks — and helps provide answers to the aforementioned questions.

You might have already guessed that using a CRM as a major component of your business is essential in today's tech-driven landscape, but in case you haven't gotten that far yet, we're here to tell you: If you want to grow your real estate business to its full potential, you must regularly use a CRM system to handle all of the details that come with lead management.

Over 70% of agents and brokers use a CRM for their business.
— Inman.com

In fact, a recent study made up of 777 agents and brokers found that **over 70% of those polled use a CRM for their business**. If you haven't already, that statistic alone should encourage you to explore all the benefits a CRM offers.

This ebook will provide insight on everything from the benefits of a customer relationship management system for your particular real estate agency, to the best ways you can effectively grade and score your database of leads, to how all of those activities set a real estate agent up for successful lead to client conversion. So let's begin, shall we?

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Chapter 1: Getting Started
How a CRM Can Strengthen Your Lead Nurturing

Most agents think they already know how to effectively nurture prospects. . . but until they get a lead management system, they won't really understand the best ways to do so.

A seasoned real estate agent is typically a professional who has steadily grown their business by building up their list of contacts and promoting their personal brand and the niche they specialize in for some time — including and especially online. A newer agent, on the other hand, is just getting their bearings in the business and learning how best to manage their leads, as they start interacting with content on their website and providing their contact information.

The introduction of a CRM to both agents' marketing strategies can do wonders for how they choose to categorize their leads and nurture them.

The veteran real estate pro, for example, can benefit from a solution that offers comprehensive organization and lead segmentation options, as well as a dynamic desktop to mobile integration. The newer agent will probably not have a ton of experience managing even a handful of prospects, and will want a system that is simple to learn and offers excellent automation capabilities to help them develop their lead nurturing strategies.

CRMs handle the time time-consuming tasks for you so can devote your energy to the multitude of other responsibilities you have.

The beauty of an effective CRM is that it essentially does the work for you. There are various benefits to the tools available, depending on your individual business goals, and research shows CRM software has the **biggest impact on customer retention rates** and customer satisfaction rates in businesses who use those tools.

Intuitive system

Make sure your CRM Is easy to use, intuitive, and a system you understand. Meaning, no matter how much or little technology experience you have, you're able to easily learn how to do things like add and update contact records, send automatic emails to your prospects, and set task reminders for yourself.

Accessible

Choose a CRM that lets you manage your database of leads from wherever you are. You won't want to be without mobile device functionality, as well as the ability to seamlessly upload your contacts from desktop to phone.

Customizable

Set your own marketing and sales goals to fit your individual and team needs. For example, if you're a broker, having the capability to assign various qualified leads to your agents.

Automation

Traditionally time-consuming **tasks like sending follow-up emails** and other content to your leads can be scheduled in advance which means even when you're juggling several priorities, all of your prospects receive the same level of attention, with hours saved on your behalf.

Real-time activity tracking

You can see the activity of leads on your site, like which properties they viewed and which of your site pages they visited — in other words, vital details that can help you determine where your prospects are in the marketing funnel.

In short, a CRM exists to make the necessary tasks related to your real estate lead management significantly easier. It streamlines communication with your prospects — or with your agents, if you're a broker — lets you update lead information from virtually anywhere, and keeps your contacts organized so you can devote more of your precious time to nurturing the leads you're confident will convert into new or recurring clients down the line.

Now that you have a basic comprehension regarding how a modern CRM platform can benefit your lead nurturing, organization, and tracking, let's dive into the specific software tools that top-producing agents use to organize their prospects and reach out to them.

Chapter 2:
The Essential Features Your Real Estate CRM Needs

Not all CRMs are created equal — meaning it's important to conduct some research to find the most beneficial solution for your brand.

Aside from fulfilling the basics like having the ability to categorize leads into distinct buckets and set up drip email marketing campaigns for top-notch prospects, you'll want a real estate CRM that aids many of your other lead organization and nurturing efforts.

Since CRM software affects how satisfied customers are with a business, without this kind of solution for your agency, you won't be nearly as efficient with your marketing and sales time and, in turn, won't have the most effective lead conversion path setup for your prospects — a scary thought, we know.

We're willing to bet you wish you had more hours in the day to accomplish every task and responsibility that needs to get handled (who wouldn't love a 28-hour day, right?). Since most modern CRMs come equipped with stellar automation tools and are intuitive for easy learning, though, using one is as if you do have this lengthier day.

Having the functionality to set your best leads up to receive drip email marketing campaigns means **your prospects are consistently educated by your expert content,** while keeping your name top of mind, and you're free to pursue other activities outside of the office like, say, showing homes and conducting listing presentations.

The organization a CRM offers your business is a big plus too. The more you have going on, the more necessary it becomes to have the tools to gather all of your lead information together in one easily accessible place. Being able to search your contacts by first or last name or phone number, especially if you're part of a large brokerage with many agents and a lot of leads coming in per day, can save you hours of time.

At its most optimal, a CRM enhances the efficiency of your business.

A great CRM **organizes, automates, and streamlines** communication. It conducts specific tasks and activities for your real estate business, but at its core, a lead management system puts many of your daily nurturing and organization duties on autopilot. Meaning you have plenty more time to focus on other responsibilities each day without having to worry about whether a prospect received one of your drip emails or take time to see which leads checked out which pages on your IDX website.

Placester's CRM, for example, allows **agents and brokers to narrow down their contacts** by first and last name, email, and phone to save time when searching for a prospect. You can also filter your leads by group, type, score, or source. You may also add notes to specific contacts you want to revisit, and if you've accumulated a large list of leads you can import them from a CSV file for seamless organization of your current lead database.

Once a lead visits your site and interacts with your content — that is, lands on one or more of your squeeze pages intended to capture their information or even just read one of your blog posts or investigate a listing — you'll want to have a way to track the types of prospects coming through on the lead capture forms you've set. That's where our CRM's email sync comes into play:

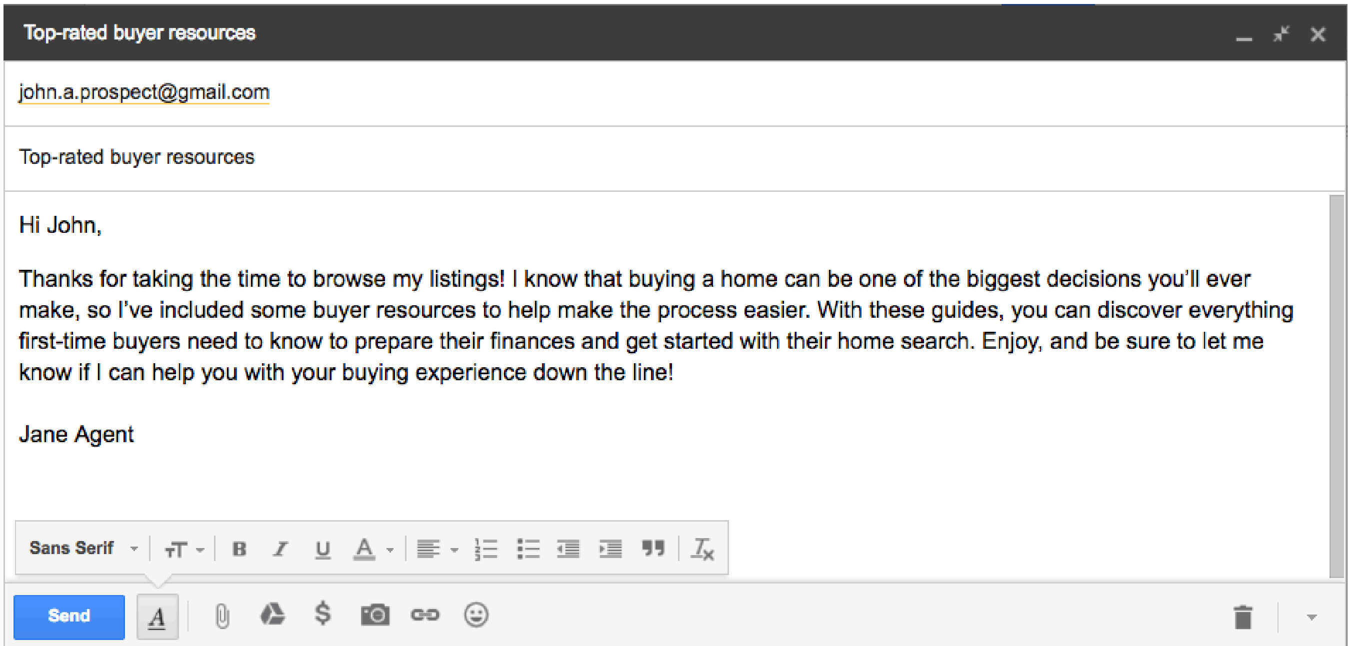
Autoresponders

Once a new prospect provides their contact information on a lead capture form, an autoresponder is automatically sent to the lead from the agent. This speeds up response time and gives the agent peace of mind, since all of their leads are reached out to immediately. Autoresponders come with a core set of templates for agents to use, so time is not spent crafting individual emails and agents are able to manage the number and types of leads they receive.

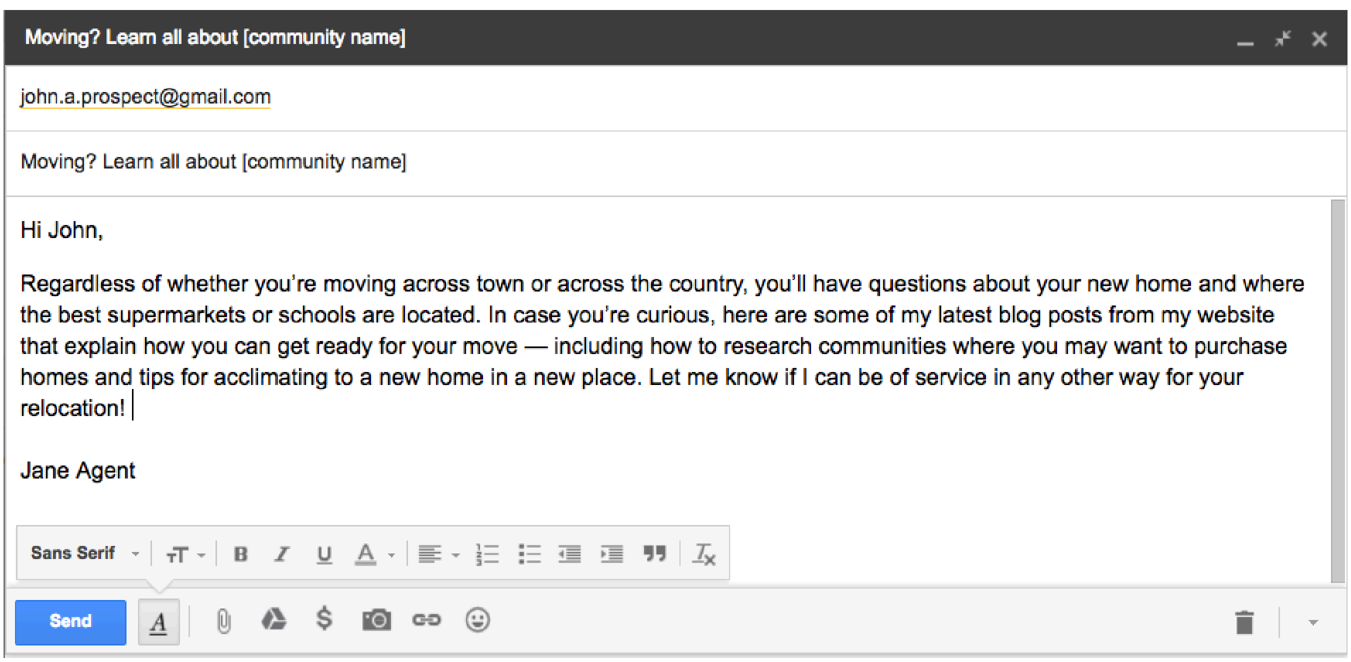
Drip Email Marketing Campaigns

This series of automated emails sent to prospects can be altered based on each agent's individual approach to nurturing their ideal leads. Below you'll find some examples of the types of drips you can potentially send to any lead group you have.

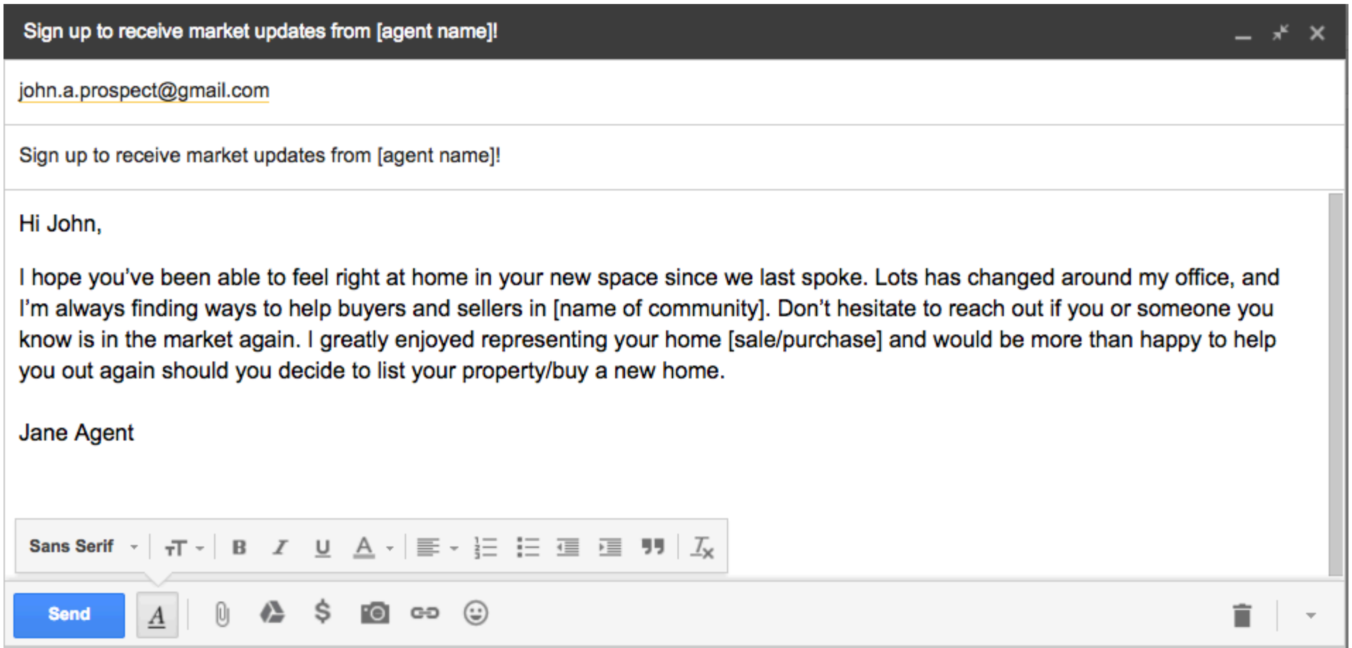
Communication for New Buyer Leads:



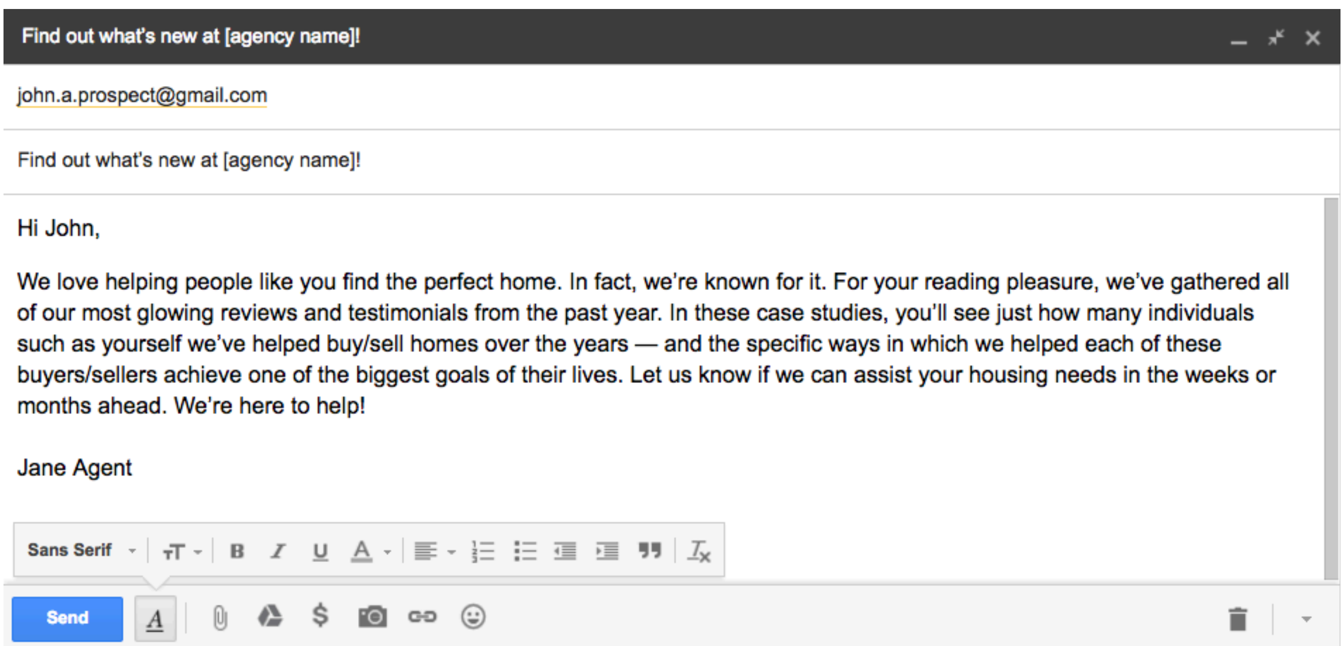
Communication for Relocating Leads:



Communication for Previous Clients



Communication Promoting Your Agency



As you can see, there are various paths to take with drip emails. They afford you a **personalized way to share information** with your leads so they keep your name top-of-mind and are able to interact with your content as little or as much as they need.

You'll want to have the option of a seamless desktop to mobile transition within your CRM.

As we've already lamented, there's not enough time in the day. And it's probably safe to say you're busy in and around your community for most of your working hours, rather than solely at your desk. With this in mind, it's important to consider a system that offers a mobile version of a CRM that allows for organization of your list of contacts and lead nurture maintenance from anywhere.

As with a CRM system on your desktop, you'll likely also want similar functionality within a mobile app, characteristics like easy organization of your prospects' contact information, task reminders, and registration notifications when a new prospect signs up on your site. Tracking lead activity is helpful to have too, so you can tweak your site pages to offer more of the types of content your leads want to browse. Placester's app, for example, lets you accomplish tasks like texting prospects for consistent communication, and auto-adding your contact lists to keep everything in one place.

Chapter 3:
How to Transform your Lead Management for the Better

When it comes to lead management, the name of the game is organization, and it's a balancing act of sorts. Time is of the essence when nurturing leads, and in order to **make the best use of resources** and reach out to prospects that are likeliest to become clients, it's necessary for an agent to think about how to segment their prospects into distinct categories and ensure their reach out efforts are in-line with those groups.

Explore lead categorization options that make the most sense for your business.

Lead nurturing activities should be based on lead grading and lead scoring, two separate but related systems that help agents decide which prospects to interact with first.

Lead grading

A system of lead qualifying based on specific details that apply to a group of prospects that will help an agent determine the urgency of the nurture. This is typically the first step in reach-out efforts.

When determining how high or low to grade a lead, consider these 3 details:

1. **Time constraints**
   How eager are they to buy or sell?

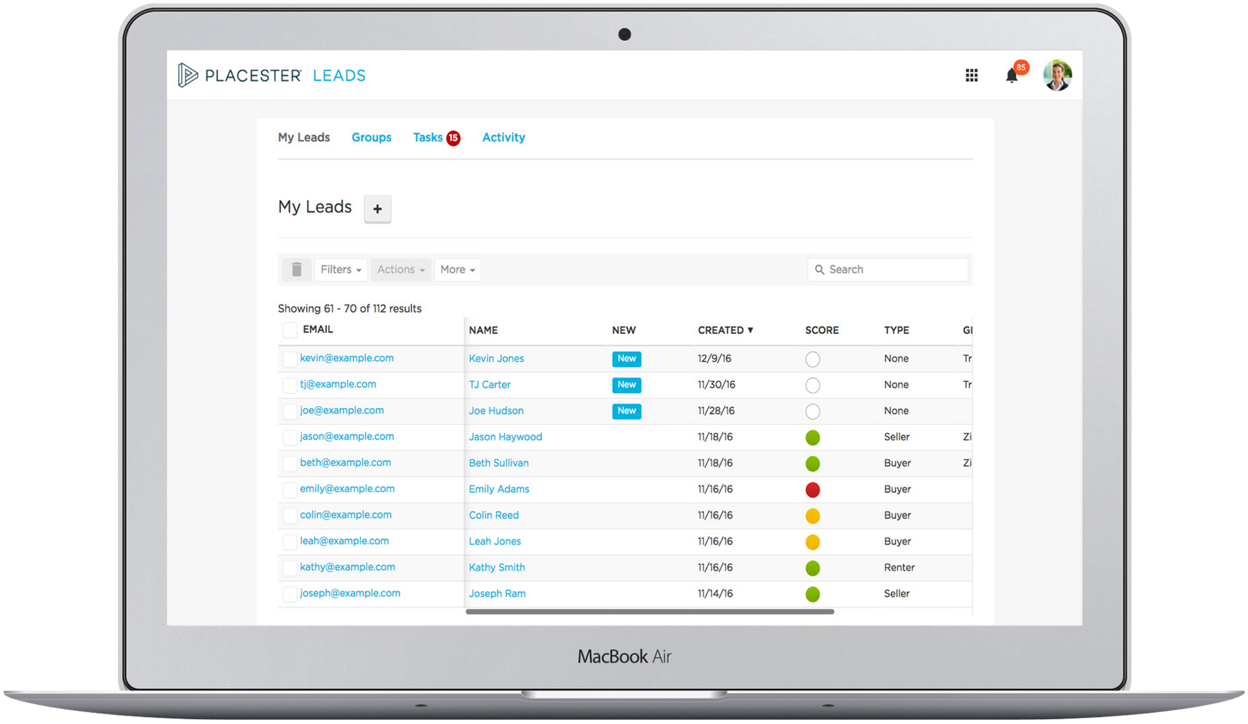
2. **Property search time**
   What's the amount of time they've spent browsing your content and favoriting listings?

3. **Typical client?**
   If they share similar criteria to the types of clients you've represented in the past, you'll want to assign a high grade to these people.

For example, let's say you specialize in selling waterfront properties and three prospects recently visited your site and interacted with some of your content. One person **filled out a lead capture form,** favorited some of your most popular listings, and even requested a consultation with you. Now, since this situation screams ideal, you'll want to give this person a high grade and get in contact with them as soon as you can. The other two people, however, downloaded some of your content and filled out forms, but seemed hesitant when you reached out to them. In this instance, you'd want to nurture those leads a bit longer.

Lead segmenting

After your leads have received a grade they are ready to be divided into hot or cold leads. This process helps further **narrow down prospects into a top tier** group to focus nurture efforts on.



Hot leads are prospects that have interacted with many pieces of content and spent ample time browsing your site. It's likely they'll want to make a purchasing decision in the near future. These people should be prioritized when you're deciding who to reach out to because they're most likely to convert to clients sooner than prospects in a different category.

Cold leads, however are prospects who have interacted with your content somewhat, but not frequently enough to warrant enthusiastic lead nurturing. You could still benefit from putting them on an infrequent drip email campaign, however, so when the lead is ready to make a decision, your name comes to mind. These cold prospects can be graded as soon as possible. For these unlikelier leads, make notes in your CRM about the possibility of a prospect changing their mind and essentially "warming up," or if they should be pursued at all.

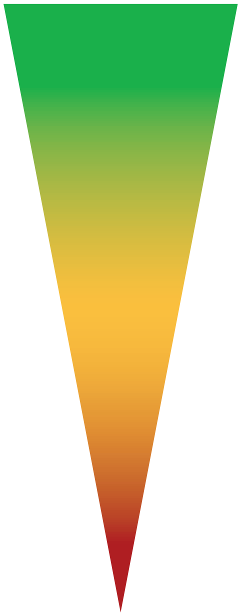
Lead scoring

This is the final step in categorizing leads, and usually only used in enterprise businesses with a 100+ prospects to manage. Only top prospects should be scored to determine the type of lead nurturing effort that's needed. Leads can be separated by niche interest like price or desired property type to get a better idea of the characteristics ideal prospects share, and which to pursue more determinedly.

Chapter 4: Leveraging Your CRM to Increase Client Conversions

After the bulk of a database of leads has been collected and segmented, a portion of them will likely move further down the sales funnel and that much closer to conversion. At this point, you'll want to **reach out personally to the leads** you've scored highest to connect and offer your expertise on the prospect's specific buying and selling needs. At this stage, a CRM presents agents with the opportunity to meet with their prospects.

You need to leverage the content you're sending to qualified leads through the drip email marketing campaigns you set and create a plan to nurture your top prospects. Leads can be further divided into distinct categories based on the scores they were given, and should receive information specific to their buying and selling interests. With the right amount of nurture, these potential clients can change designations frequently.



Highly-scored leads

These leads should receive content regularly. An agent could send their recently featured listings, along with market reports and neighborhood guides. It's important to send along information that the lead will find informative and will assist them in making a purchasing decision.

Mid-range leads

Prospects that have been designated to this category can easily fall into the low-score bucket if they're neglected. With a bit of nurturing on an agent's part, they can move into the highly-scored category. Ideal content to share with these people are data-driven information on topics like home buying and mortgages, as well as community and area content with featured listings from each neighborhood showcased.

Low-score leads

Agents should choose to keep communication infrequent with these prospects. They're at a different point in the buying process and won't require a lot of effort to nurture. A monthly newsletter detailing recently sold listings is appropriate to share.

Next Steps on the Road to Lead Management Success

Now you're armed with the tips and insights to leverage a CRM for your business, how its features do more for your lead nurturing efforts, and how these combine to increase overall lead to client conversion.

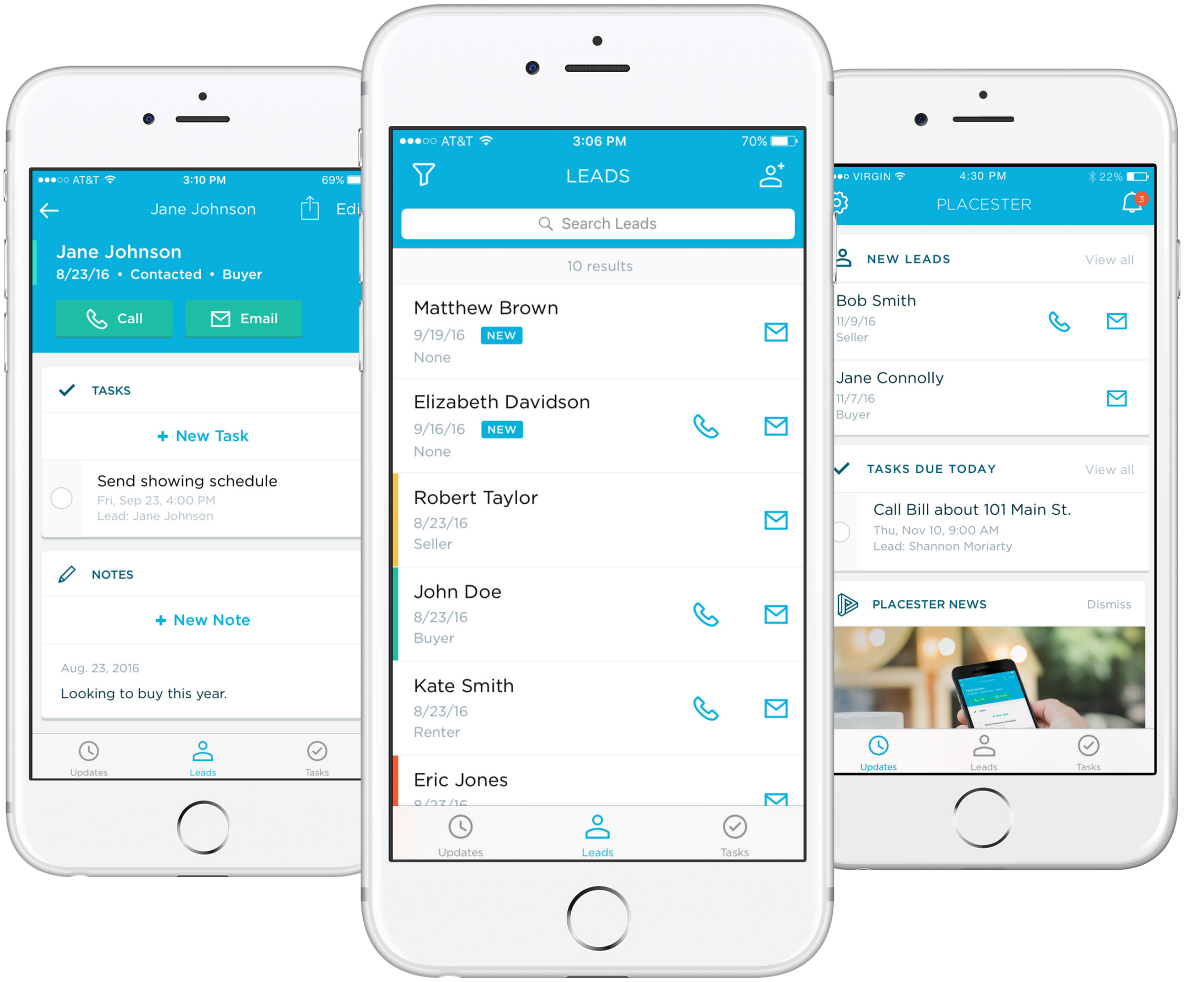
Take the Placester Tour to Discover Our CRM for Agents and Teams

Looking for the right CRM solution for your real estate brand? Look no further than Placester, which offers the modern lead management system that's perfect for both agents and brokers. Click below to check out our all-in-one solution for real estate pros.

WATCH NOW

Download Placester Mobile on Your iPhone Today

Get our new iPhone app for real estate pros to more easily and effectively manage your leads and clients.



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Talk with a Placester team member and learn how our solution can help you better attract, capture, nurture, and manage your leads.

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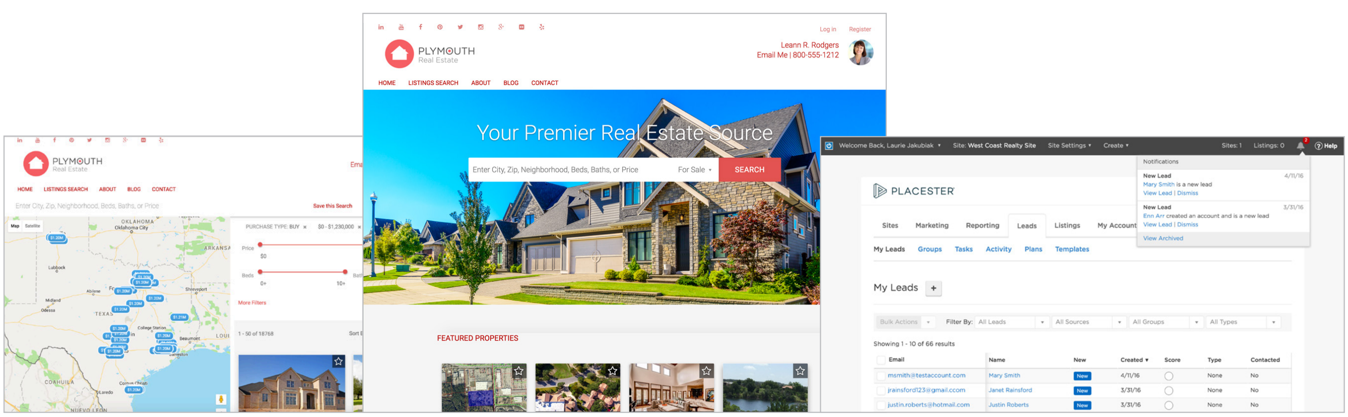

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