

DOWNLOADS



How to re-engage cold real estate leads



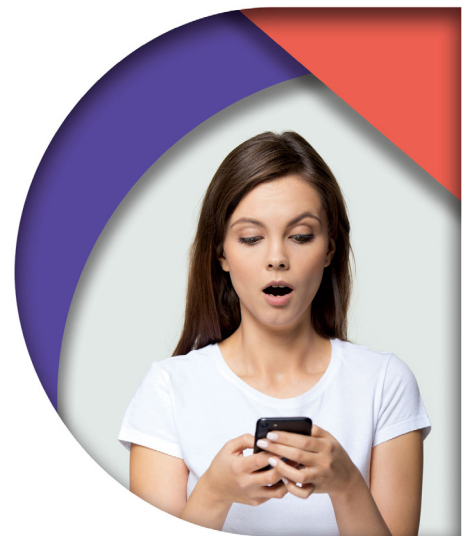
Property
Finder

HUB

HOW TO RE-ENGAGE COLD REAL ESTATE LEADS

Tips to understand if a lead is still worth pursuing, or can be erased from your database

- ❑ Not every real estate lead converts to a qualified buyer, seller or renter. This is something seasoned agents know well, but agents beginning their career may initially be deterred by leads that go cold. Some leads want to get started right away, whilst some are simply window-shopping or looking with a medium to long term view. Prospects may seem interested in your services, then go silent. However, just because they ended up on your 'cold leads' list doesn't mean you should give up easily.
- ❑ Focusing on lead generation is a very efficient way to grow your business. With that in mind, it's always good to re-engage with old leads that never became clients. We outline the best ways to interact with cold leads to determine whether they are still worth pursuing, or can be officially deleted from your contacts database.



Separate new seller leads from older ones

Segment new leads, those you are actively nurturing (warm leads) and those that have gone 'cold' in your customer relationship management (CRM) database. Each agent likely has their own definition of "qualified," but from an online marketing perspective, qualified leads are those who have:

- ✓ Visited your site at least a few times
- ✓ Engage with blog posts and other content
- ✓ Signed up to receive newsletters, marketing materials or emails from you
- ✓ Enquired into your services

If you don't have a concrete definition for a "qualified" lead, you'll need to create one to enable you to sort your contacts accordingly. Consider using Property Finder's CRMs to stay on top of your business and be more efficient.

DETERMINE WHY LEADS WENT COLD

- Once you've identified past leads that did not convert, you should aim to understand the reasons why. Did they stop engaging with your marketing (e.g. email newsletters, social media, website) or sales efforts (phone calls, personalised emails)? Did they explicitly indicate they simply weren't ready to purchase or sell?
- Finding out what caused them to change from a potentially warm lead to one on the back burner will help you determine which are worth re-engaging with. To assist you in this process, you could listen back to conversations via Call Tracking to refresh your memory of details.
- It's important to realise that once-motivated leads may also have gone cold due to something you did (or didn't do) with your marketing or sales efforts. Perhaps you were too strong with your sales pitch, or maybe your promotional emails were too frequent. Or, perhaps your content wasn't relevant or you weren't using the right channels to engage with them.



Create a plan of action to engage with older leads

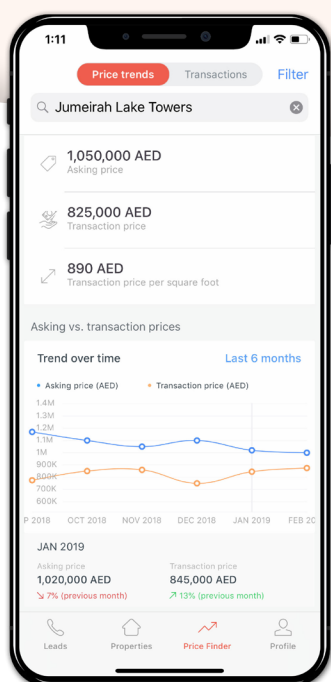
- When it comes to re-engaging with older leads, there won't be an exact approach or strategy you use every time. Each lead is unique, so each requires a different touch.
- Let's say you have a lead you engaged with regularly via email after they reached out to learn more about your sales transaction history and knowledge of the community and market. Suddenly, they stopped responding. You should reach out via email again to understand if they are still looking to buy or sell. To personalise and pick up where you left off - include a Price Finder report of the community they initially enquired about.
- Take the time to determine re-engagement strategies for each lead you deem worthy of pursuing again. Map out a plan of action for each lead — including what mediums to contact them, how often you'll contact them, and what your messaging will be. Then, you can prioritise which to go after first and which can be contacted at a later stage.

TRY DIFFERENT TACTICS TO SEE WHICH WORK BEST

- The first cold leads you reach out to will serve as your trial-run phase to discover whether your plan of action worked effectively. If you intend to contact one lead whom you previously conversed with via email, you may attempt to contact them by phone, armed with talking points. You can then assess which discussion points were particularly effective in capturing interest, and which may not have been relevant.

DON'T GIVE UP EASILY

- Don't fret if your outreach strategy didn't prove effective on the first, second, or even third time. Some leads simply aren't ready - timing is everything in a real estate transaction! This simply means you should stagger your outreach.
- Play the long game with older leads that could still pay off down the line — even if that means they may not buy or sell for years, they're still worth keeping warm by regularly touching base to stay top of mind and show them you'd provide dedicated representation.



TOP TIP: Don't neglect your qualified seller leads

The last thing you want to do is miss out on quality business opportunities with existing qualified leads because you're spending time with older prospects who may still not end up becoming qualified. Work on closing deals with those you know are far more likely to move down the sales funnel and provide you with substantial commissions. Use our Lead Tracker app to stay on top of your call and email leads.

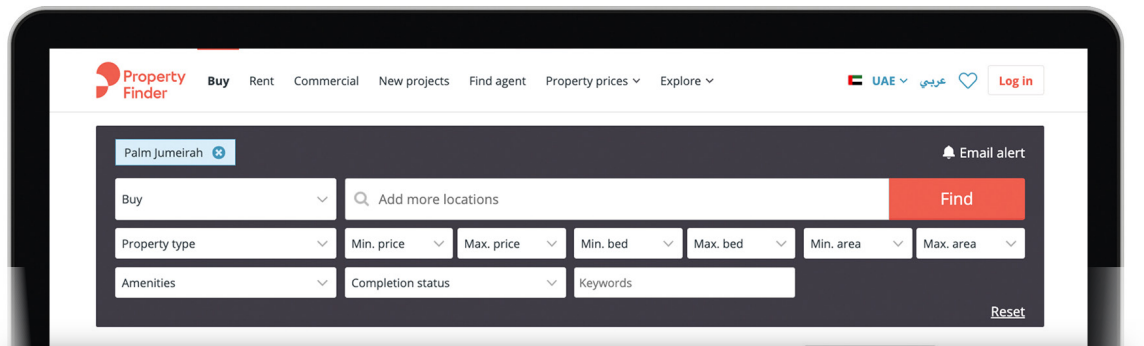
READY FOR ACTION?

Head to Lead Tracker, Manager or one of our CRM Solutions to check out how many leads your listings are generating and which ones need re-engaging with.





Want to see your properties on propertyfinder.ae?



Join thousands of brokerages and grow your business
with Property Finder by generating online leads.

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