

DOWNLOADS



Tips to help you follow up with an online lead



Property
Finder

HUB

TIPS TO HELP YOU FOLLOW UP WITH AN ONLINE LEAD

Converting online leads to real-world customers takes skill and finesse, but with a few expert strategies, you can capture the best buyers, sellers, renters and landlords in your market.

How you follow up and nurture a lead is critical in their ability to convert. Read on for our top tips.

Respond quickly

- ☐ Response time is the single biggest factor in converting online leads. You should aim for a response time of 60 minutes or less.
- ☐ To assist you, download our Lead Traccker app and never miss a lead on the go. You can follow up with leads via WhatsApp, email or phone through this free app.
- ☐ Our Call Tracking feature within the app records your calls even if you miss them, so you can listen to them and follow up as soon as you become available.
- ☐ Strive to always be responsive and available - follow up with clients and return calls or emails in a timely manner.



Call

Whilst it can be tempting to simply respond to an online lead with an email, go the extra mile and pick up your phone. Realistically, by the time a prospect reads your email, they may have already secured an appointment with another agent who proactively seized the opportunity and called. Don't neglect good old fashioned communication - pick up the phone!

If a prospect doesn't answer the first time, don't let that be your first and last attempt. Leave a message and send a follow-up email. If you don't hear back, call back the next day. Most online leads don't convert because you give up too quickly.



Respond personally

Personalise your contact. No one likes a generic, automated email! If you don't have a phone number for the prospect, respond with a customised email referencing the property they inquired about.

Help first, convert second

Don't make the mistake of trying to sell without first identifying your prospects needs. Understand what they are looking for and their requirements to provide tailored recommendations. Doing so will very quickly demonstrate your ability to add value and assist them in their property journey. This is also a guaranteed way to earn trust and position yourself as a professional. They have a problem, you have the solution - help them understand how you can be of service.

- ☐ **Note:** All online prospects are not created equal. Connections made in social networks require more personal follow up. Don't add them to your email campaign without their permission.

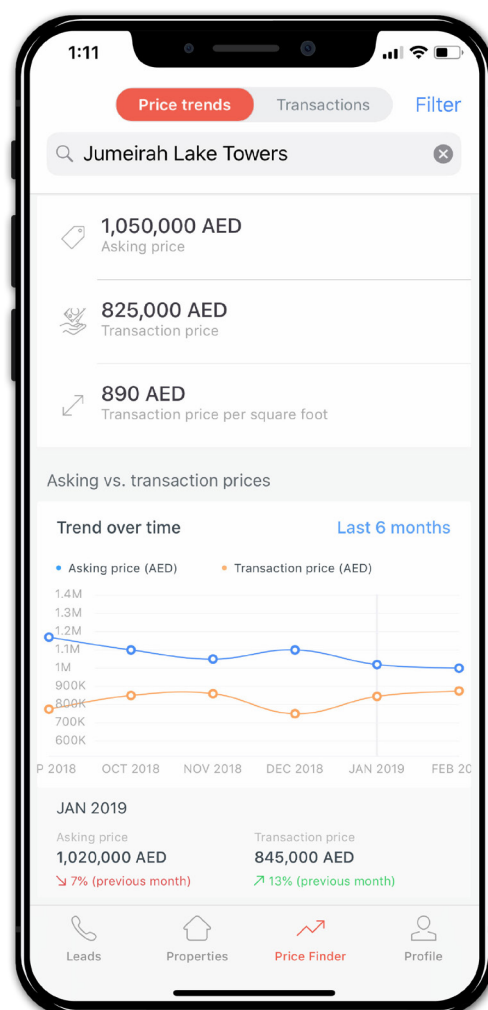
Follow up with a value add

Be prepared to follow up every phone call or email lead with a package of information to address their needs. Are they a prospect looking to sell their home, or a buyer searching for a good deal? Follow up with our Property Marketing Report (available from the Manager) or meet with them to go through our Price Finder tool that clearly states the market state and realistic prices.

Price Finder is conveniently available on the desktop and on the Lead Tracker mobile app.

Nurture the lead

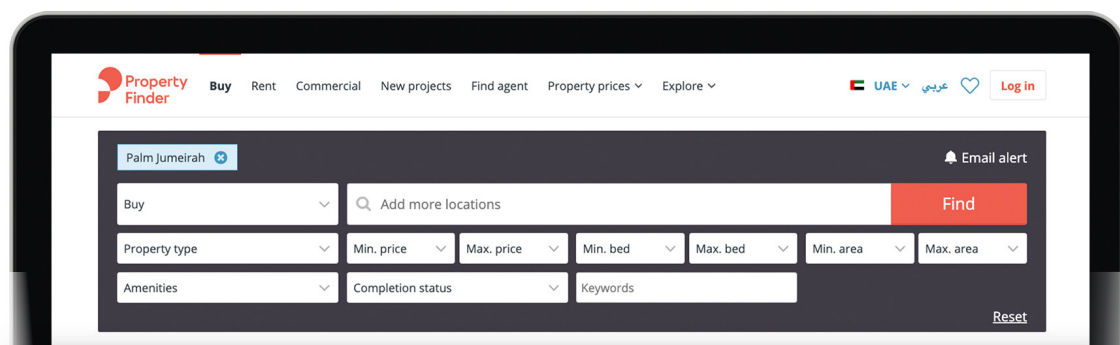
Most online leads take months or longer to turn into a qualified buyer or seller. Very few people are ready to buy "today". The key to retaining that connection is a regular follow up campaign. This campaign should include frequent and customised emails as well as personal phone calls.



Ask for the appointment

Don't be afraid to ask for an appointment. What is the worst that can happen? At the end of the day, strong connections are built on face to face contact, and appointments that lead to sales are what your success will ultimately be measured on.

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