



Lead Handling Guide

CREATE QUALITY APPOINTMENTS



Introduction

Generating leads online is the first step in a profitable paid acquisition strategy, but simply producing them is not enough. In order to profitably acquire more real estate deals leveraging paid ads, you must also develop a dialed-in process for lead conversion. There are now more leads than ever to be generated, but converting them will require a strategic, systematic, and effective plan.

*“Marketing feeds appointments.
Appointments feed sales. Sales feed
our children.”*



Converting Internet Leads Into Appointments

The steady stream of leads our team is generating for you is meaningless if someone doesn't follow up with them in a systematized, strategic, and repeatable way. Remember this rule...

Appointment generation is
greater than lead generation.

So how do you get the best conversion rate possible for the leads we send you? There's a simple formula:

SPEED + TENACITY + OUR SCRIPT = HIGHEST CONVERSION RATE POSSIBLE

There are two things you must keep in mind when attempting to convert your internet leads:

1. Your response speed
2. Your tenacity in regards to following up

The bottom line is that acting fast and often while utilizing Luxury Presence's script will get you the best results possible from our lead generation program.

Just remember this quote from Gaspar Noe's *Irreversible* when you think about lead follow-up: **"Time destroys all things."**

Your ability to convert an internet lead is directly impacted by your ability to contact them fast.

In fact, your chances of converting an internet lead within the first five minutes are 100x higher than your chances at 30 minutes. Plus, you can increase the percentage of the leads you contact from 48% to 93% by calling six times instead of once.

Turning Internet Interest into Scheduled Appointments

Don't call once on day one and then again on day two: call minute one, minute 10, minute 30, hour three, and day two.

The median time for a company that calls back their leads is three-plus hours, and 47% of companies never respond.

With inadequate followup, it's impossible to say whether a lead is bad or not. It's also helpful to know that calling leads on certain days within certain timeframes can influence their effectiveness.

The ideal time to call leads in order to convert them is between **8 and 10 a.m.** or **4 and 6 p.m.** Calling on Wednesdays and Thursdays gives you the best chance at reaching someone. When you think about it, this makes a lot of sense – you can get someone on the phone before their day gets going or as it is winding down.

Ideally, though, you (or someone on your team) are calling all day, every day. For those who simply cannot call leads at all hours, be sure to block off some time every day to call your leads. In addition to calling, automated emails and text messages should be sent in order to achieve the highest conversion rate possible.

Below you will find Luxury Presence’s “best practices” with regard to lead follow-up. We recommend implementing automated follow-up systems in your business to carry them out. On the last page of this document, you will find a list of software vendors we recommend to help carry out these various processes.

FOLLOW UP SCHEDULE TO GET AN APPOINTMENT:

IMMEDIATELY SAME DAY	Call (leave a voice message if no answer), Text, Email
SAME DAY	Call again
24H LATER	Call (leave a voice message if no answer), Text, Email
48H LATER	Call (leave a voice message if no answer), Email
72H LATER	Call (leave a voice message if no answer), Text
1 WEEK LATER	Text, Email
2 WEEKS LATER	Text, Email
3 WEEK LATER	Call (leave a voice message if no answer), Email
30+ DAYS LATER	Call (leave a voice message if no answer)

Important Things To Remember:

Timing is everything! Your first contact should be within 5 to 10 minutes of receiving the lead. By doing this, you will increase your chances of contact by 80%. Make sure you call again the same day. Over 50% of the leads we see scheduled are contacted successfully after the first attempt. Use multiple contacts over several channels. Make sure you try to reach them via three different avenues at least (email, text, phone, mailers, etc.).

REMINDER SCHEDULE (AFTER APPOINTMENT IS SECURED):

IMMEDIATELY AFTER APPOINTMENT IS BOOKED	Send calendar invite, email, and text appointment confirmation
24HRS PRIOR	Call (leave a voice message if no answer), Email, Text
ON THE DAY	Text, Email

Schedule appointments within 2 or 3 days of contacting the lead—do not schedule them out further. Keep the momentum going and schedule the appointment as soon as possible.

When you call these leads, remember you are not bothering them. You are offering a solution to the problem they have and responding to an action they took. You are doing them a favor, and they will appreciate the follow-up if you do so nicely and professionally.

Make it personal. Have a dedicated person follow up on the leads and establish a personal connection. Send personalized emails/texts with your signature, and be professional and caring—not cold or “corporate” feeling.

A lead is a lead is a lead. Every lead has taken the time to fill out a form showing they're interested. If you don't get in touch with them this month, try again next month! Every person that comes through wants to be helped, whether they submitted their information this week or last year.

SMS Example Scripts

Use an auto SMS with a merge code that says:

“Hi, [lead first name]. I got your information from [lead source name]. Can you talk now?”

Many CRM systems (such as Follow Up Boss) can automatically send the text message for you, as well as drip emails. Another way to use SMS to create appointments from your “hot” leads is by putting a dozen or so of them on one list and bulk-texting them, asking if they have time for a call using this script:

“Hey [lead first name], It’s [your name] from [your company]. Can you chat?”

This simple line alone can get a flood of responses, as long as you focus it on the truly “hot” leads who are actively clicking on your emails and/or visiting your website.



Email Example Script

Your initial email in the drip campaign should be as natural and human-like as possible. Try something along the lines of:

“Hi [lead first name], I just got your information on [Facebook/Google]. Is now a good time to speak?”

Or...

“I appreciate you filling out that form on our website. I know it can be scary to do that sometimes. Is now a good time for you to speak?”

The mindset to adopt here is that the goal of your emails is not to convert prospects at this stage; they are merely conversation starters. (Conversations create closes—not drip emails.)

When your emails feel simple and human, you will usually get simple, human responses back.

Unfortunately, there is no “perfect” way to sequence your emails. However, we’ve found that our clients who leverage the sequencing schedule in the above pages convert the highest amount of leads.



Voicemail Example Script & Best Practices

Keep in mind that the script itself isn't as important as your tonality and expression in the recording. Be human and personal when you record them.

Before recording, do the following:

- Stand up
- Smile and be happy, feeling the emotion
- Be as excited as you'd be if you saw an actual lead come in
- Feel genuinely happy that you picked up your phone and dialed the prospect
- Speak as clearly and personally as you would if you were calling up a friend
- You can pretend to cough or make a mistake to make it seem more human and unrehearsed/unrecorded

VOICEMAIL #1:

Hi. This is _____. I just noticed that you submitted a request through [Facebook/Google] for [one of our listings/a home valuation report]. I'd be happy to answer any questions. Just give me a call back at [PHONE]. Again that's [PHONE]. Thanks again!

VOICEMAIL #2:

Hey. This is _____. I just wanted to follow up with you regarding your inquiry. Is this something you are interested in? I'd be happy to help and answer any questions. Just give me a call back at [PHONE]. Thanks!

VOICEMAIL #3:

Hi. ___ here again. I just wanted to call you one last time to see if you still had any questions about your [home buying/home selling] plans. Let me know if you have any questions and I'd be happy to help! Just give me a call back at [PHONE]. Thanks!

Recommended Resources & Software Products

- Follow Up Boss (CRM)
- Twilio (SMS, Voice & Messaging)
- BetterVoice (customized phone or voicemail system using a drag and drop call flow builder)
- SendHub (bulk text messaging)

