

How to Get Qualified Real Estate Leads



Stop Wasting Time



You know that creating and maintaining a thriving lead pipeline is key to success in real estate. You also know that there's a world of difference between low-quality leads that go nowhere, and high-quality leads that you can transform into income-producing clients.

The trick lies in attracting qualified leads, so you can avoid wasting time and effort pursuing leads that produce less-than-stellar results.

Fortunately, the right marketing approach can make the difference between generating quality leads for real estate or dead-ends.



The following real estate marketing strategies will help prime your sales pipeline with high-quality leads.



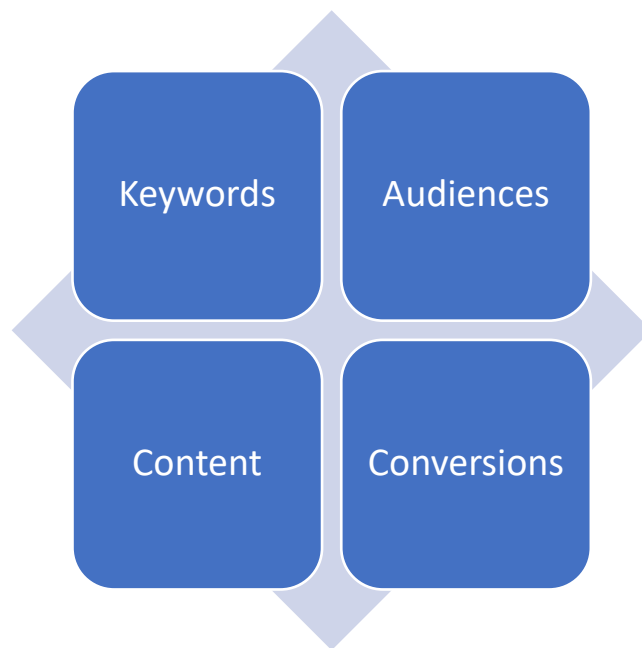
Start with Paid Search

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Use the Power of Paid Search



Paid search, sometimes called pay-per-click or PPC advertising, places your ads directly in front of the people you want to see them most: Namely, people that are already searching for what you're offering. Not only does paid search allow you to hone in on potential clients, but it's also more cost effective than many other advertising channels.



Here's how it works...

Use the Power of Paid Search



Paid search for real estate relies on keywords and key phrases that you choose.

- When someone performs a search using these words or phrases, your ad appears in the search results.
- This approach allows you to target specific audiences that are house hunting in your area.
- For instance, you may choose keyword phrases such as "house for sale in Atlanta," or narrow it down further with a phrase like "three-bedroom house for sale in Buckhead" or "Atlanta homes for sale near Peachtree."

Now your ad appears above search results, giving the searcher the relevant content they were looking for and making it easy for them to click to your site.

Best of all, you only pay if the searcher clicks on your ad. You can even set limits on how much you'll pay — per day or per month — so you don't have to worry about unexpectedly high fees.

Paid search also allows you to track conversions. This tool is especially useful when determining which keywords and phrases drive the most traffic.

💡 Quick Tip: An understanding of the most effective words and phrases translates into benefits across your marketing strategy, as you can integrate top performers into your landing pages, blogs, and social media posts.



Integrate IDX for MLS Search

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Internet Data Exchange



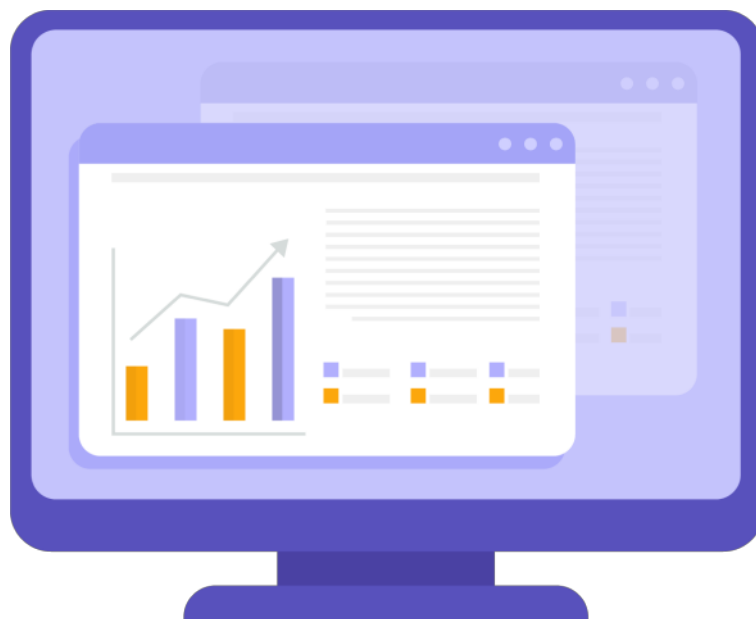
When potential clients visit your site, they expect to find what they're looking for easily, in one place, using just a few clicks and keystrokes. That means you should integrate searchable, up-to-date listings on your site... and that means using the Internet Data Exchange or IDX.



The IDX enables members of the Multiple Listing Service (MLS) to incorporate live property listings onto their own real estate websites. This ensures that your potential clients see the latest listings and the most accurate available information.



Today's customers expect to be able to easily search listings, so you're putting yourself at a disadvantage if you don't integrate this tool onto your website.



💡 Quick Tip: Keep in mind that IDX use is governed by a set of National Association of Realtors guidelines, as well as policies set out by the particular MLS you participate in. Before you integrate listings to your website, ensure you're in compliance with these standards.



Offer Incentives for Referrals

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Word of Mouth is Key



Word of mouth is still a key marketing strategy across service industries, real estate included. A good word from a friend, co-worker or family member carries weight and can help you generate better leads.



Create the catalyst for referrals by keeping in touch with prior pleased clients. Soon after their home closes, send them a feedback survey that includes referral incentives

💡 Quick Tip : If it's been some time since you've interacted with a client, send them a handwritten note thanking them again for their business, then pick up the phone and ask for a referral a few days later.



Capture Potential Client Information

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Lead Capture Forms



Before you let visitors to your site view your live listings, capture their information. Set up a lead capture form that asks visitors to provide:

- Name
- Email
- Phone Number

Once users are registered, they're in your funnel and you can start the nurturing and qualifying process.

To be successful, a lead capture form may require finessing and fine-tuning; while you need to collect certain information, if the form asks too much without giving enough in return, you may scare visitors away. A lead capture form that asks for information that users deem irrelevant is more likely to be abandoned.

💡 Quick Tip 1: As a general rule, a user's first contact with your site shouldn't ask for more than the basics. However, if you're offering something more in return — a downloadable resource, for instance — you may justifiably ask for more information.

💡 Quick Tip 2: Adding a link to your privacy policy or "terms and conditions" may help assuage site visitors' worries about providing their contact information and encourage conversions.



Practice Reciprocity

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Offer Something on Your Landing Page



Speaking of giving back in return for contact information, potential clients may be more willing to provide details if you make it worth their while.

Offering helpful resources related to home selling, buying, or moving may provide an incentive for even reluctant sharers to give you their data.

Consider offering free materials such as:

- Guides on preparing homes to go on the market.
- Moving day to-dos and checklists.
- What to expect when moving to your city.
- Neighborhood-specific guides for your area.
- White papers on the current state of the market in your region.



Target FSBO and Expired Listings

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Expired = New Opportunity?



According to statistics from the National Association of Realtors, only seven percent of homes sold in 2017 were classified as "For Sale by Owner" or FSBO. Perhaps that's because homes sold by owners sell for an average of 33 percent less than those sold in agent-assisted transactions.

Whether due to stress, lack of time, or inexperience, many would-be FSBO sellers aren't able to complete the transaction. **Offering your assistance through a free consultation is a great way to introduce yourself and explain how your services can be of benefit.** Find FSBO listings by scouring Craigslist and other real estate sites, then use your professional experience and industry stats to demonstrate how you can help.

💡 Quick Tip: Similarly, you can search the MLS for expired listings and reach out to sellers. In many cases, they're discouraged by the process, unhappy with their current agent and ready to discuss a new approach. By letting them know you understand their situation and detailing the different tactics you'll bring to the table, you may gain a new listing.

Generating high-quality leads will help you make more effective use of your time and your marketing budget. By utilizing multiple strategies, you can improve the quality of your lead pipeline.

Want to learn more? [Lead Horse Marketing](#) is here to help you connect with the right buyers and sellers.

