

# Best Practices for Online Real Estate Leads



## SPEED TO LEAD IS CRITICAL

Leads contacted within **5 minutes or less** are 100x more likely to respond to your reach out attempts.

Call **and** text your leads within that first 5 minutes!



## FOLLOW A 10-DAY CALL SCHEDULE

Start strong, then maintain your presence using your website automation:

**Day 1:** 3 calls – morning, afternoon, evening

**Days 2–5:** 1 call per day

**Days 6–10:** Every other day

**Remember:** It takes 8–12 contact attempts to reach an average online lead

## TEXT FOR MAXIMUM ENGAGEMENT

Send a text within 2 minutes after attempting to call a lead.

### Example Text:

“Hi [Name], I saw you were checking out homes in [Area]! What kind of places are you hoping to find?”

**Fun Fact:** Text messages have a 98% open rate.



## ADOPT A BEHAVIOR-BASED STRATEGY FOR FOLLOW UP

Monitor your lead's activity history in their profile to identify important details. Follow up when they perform a specific activity like:

- View the same home multiple times
- Request a Showing
- Save a Search



## USE A MULTI-CHANNEL STRATEGY

Use a “land, sea, and air” communication approach to find out how your lead prefers to communicate.

Use this sample cadence to test responsiveness:

**Day 1:** Text, Text, Email

**Day 2:** Text

**Day 3:** Call + Email

- Skip Day 4 -

**Day 5:** Text + Email



## USE AUTOMATION

Use automation to **remain top-of-mind** leveraging a combination of tools to keep in touch with a contact, even long-term ones.

Use the CRM to automate communication with a combination of:

- Drip Campaigns (Workflows)
- Custom Property Saved Search
- Custom Market Report (CMA)

