How to have a Monster Spring market in 2024!
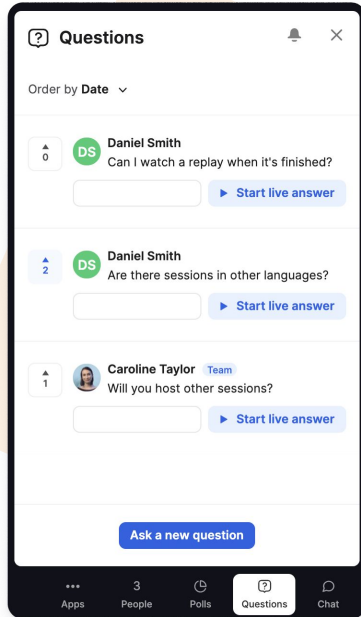
Presenters
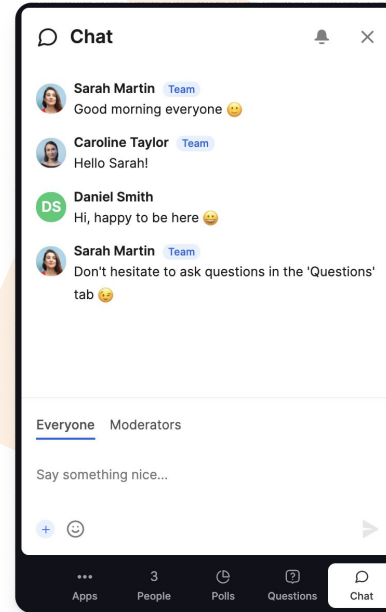
Ryan Young

Stephen London

Agenda.

- Identify the best prospects for Spring 2024

- Create more engagement in next 90 days

- Increase bottom of funnel conversion

- Empower your team to close more listings

- Q&A

Let's keep the webinar engaging.

Ask Questions
Write any questions using the
"Questions" tab above.

Share your Thoughts
Use chats space to share your
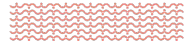thoughts with everyone attending.

The winning teams of the future will have **transformed their databases** into assets that consistently generate **listings.**

On average
5% of your database will
list their home in 2024.
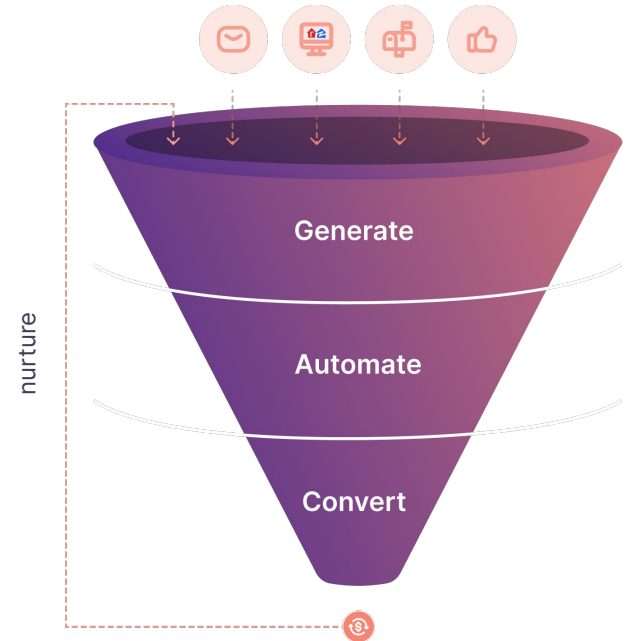
How to create a 24/7 listings engine

Outside of funnel.. (building your database organically)

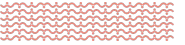- QR Codes
- Landing Pages
- Giveaways
- Personalized URL's

Inside of funnel (transforming your database)

- Buyer to Seller Nurturing
- Identification
- Segmentation
- Conversion

Generate

Automate

Convert

nurture

Identify the best prospects for Spring 2024
using Fello segmentation and filters

- Leverage custom filters (e.g. want to sell ASAP and 0-3 months)

- Hypertarget using behavioral components (e.g. dashboard clicks / email opens)

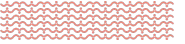- Analyze Real Sellers to determine consistencies

Property Attributes

- Luxury vs Non Luxury
- Mortgage vs No Mortgage
- Area
- Time in Home

Behavioral Attributes

- Email Opens
- Dashboard Clicks
- Velocity of engagement
- Motivation (defined in lead form)
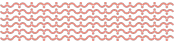
Leverage Custom Filters

- Multiple Properties

- Timeframe ASAP - 6 months

- Expireds + 1 email in your database

- Cash offer

- Seller leads

- No mortgage or over 6%

Behavioral Components

- Sort your dashboard by Email Opens, Clicks, # of form submits

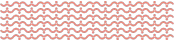- Apply these behaviors on top of segments to identify motivation

Create engagement in the next 90 days

- Reverse prospect based on buyer needs

- Adjust home value every 90 days

- Off market messaging based on segments

Reverse Prospecting Strategy

- Identify Sellers that would Be Open to Showing their home off market

- Take those sellers and shop them to buyers in your database (leverage this to get buyer representations agreements signed)

- Take the buyers that sign buyer representation agreements and shop to other homeowners in your database

Adjust Home Value
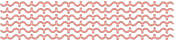
- Add a custom message

- Do not add the value into the body of the email.

- Check your adjusted email segment within past 90 days
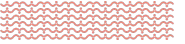
Empower your team to get more listings
by assigning contacts and holding agents accountable

- Assign each contact to an agent to create accountability

- Leverage the power of Real Sellers

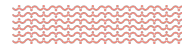- Have weekly team meetings to analyze Real Sellers for after-action reviews

Assign Contacts to Agents

- Don't overwhelm them with unengaged contacts
- Start with contacts that have shown engagement
  - Form Submission
  - Most Opens
  - Most clicks
- If you don't have a lot of contacts with engagement just yet:
  - Lead score based off of property Attributes

Real Sellers Strategy

- Daily group or individual view OR in the Contacts tab

- Daily or weekly accountability.

- Audit of the opportunity (win or lose)
    - Celebrate the wins with the entire team (show them the follow up cadence, listen to the call)

- How many times did the agent follow up before getting in contact?

- Listen to the conversation. Did they set the appointment?

- Did they go on the appointment? What was the closed lost reason?

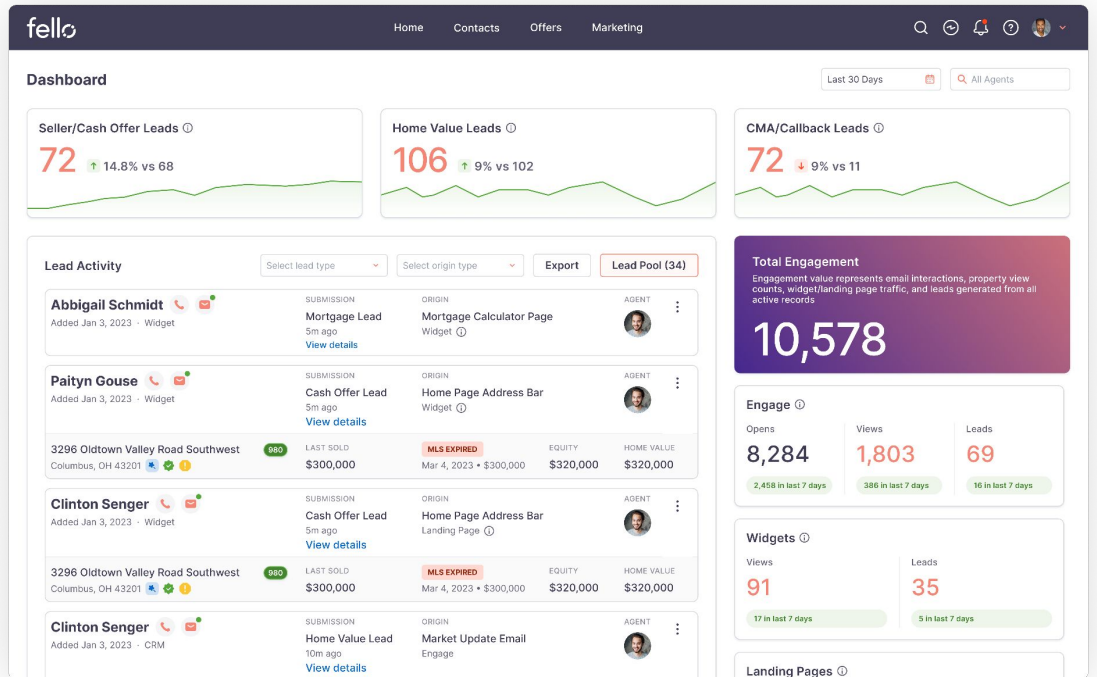- Identify the original lead source and the original creation date

Q&A

Are there any questions**?**

Thank you!

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Email your CSM with any questions.