

SHIFT TACTIC 6: INTERNET LEAD CAPTURE AND CONVERSION

CATCH PEOPLE IN YOUR WEB



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Note: When calling or emailing prospective customers, comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

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Perspective

"A website without a specific lead capture and conversion strategy becomes an information desk only."

– Gary Keller

Internet as Leverage

Real estate professionals know that their customers are uber-connected and informed. Over the past decade, our world, and particularly the world of house hunters, has become increasingly digital. The online world is now the major source of information when it comes to making buying decisions. Home buyers and sellers watch “how-to” videos on YouTube, they read review sites, they look up specific neighborhoods on search engines, and research home prices on the go with their smartphones and tablets.

Leveraging digital strategies across paid search, video, display, mobile, and social channels are crucial in order to reach today’s buyer and seller and *capture* their fragmented attention—you must be committed to keep up with the innovations as well as the demands of consumers—social media? Check! Mobile apps? Check! Instant messaging? Check! Video emails? Check! The important thing to remember, however, is that successful real estate sales still involves person-to-person interaction. Online interactions compliment, but do not replace your personal touch when it comes to *connecting, cultivating* and *converting* them with the proven scripts and techniques that work in the digital or face-to-face spheres.

Your online presence—your cyber office—is open for business twenty-four hours a day, every day of the year. The technology behind it should do most of the heavy lifting of capturing interested consumers. This is especially important during shifting markets when leads are few and aggressive agents are going after them just as diligently.

When Is a Lead a Lead?

When does a lead really become a “lead”? The answer lies in the definition of a lead. When visitors come to your website, they are tracked as “hits” initially. You may have thousands of hits on your website. “Inquiries” are people that register on your website or request something from you—some market information, a Comparative Market Analysis (CMA), a list of buyer mistakes to avoid, or an MLS search. NAR research from 2014, reveals that shoppers will perform an average of 11 searches prior to taking action on a real estate site, although almost 25 percent do complete an action the day they begin their research—and you want it to be on YOUR site. You may get several hundred inquiries a month. Most Internet-savvy agents agree that only when you’ve made contact with the inquirer and determined their needs do they become a lead.

“A lead is someone who is ready, willing, and able to do business now.”

— Gary Keller

Too Many Leads?

Can having too many leads be a problem? It can be if you don’t have the means to filter through them and respond to them quickly. It’s less often a problem of how many leads you get, but how you’re able to convert them.

A well-designed follow-up system will help you sift through the suspects, contact them quickly, cultivate the relationship, and ultimately, convert them to appointments

Challenges

Focus on the Highly Motivated

In a shifting market, your focus must be on the highly motivated leads—those that are ready, willing, and able NOW—before they migrate to another website or get caught up in a Facebook conversation that distracts them or, worse, leads them to another agent.

When you use your online presence as a tool to help you with capture and conversion, and you focus on the most motivated, you take on some additional challenges.

1. To know the local market better than anyone.
2. To understand the needs of buyers and sellers in your area.
3. To use the Web effectively to capture and qualify inquiries.
4. To make a great first impression.
5. To have a system of follow-up on every inquiry.

Notes

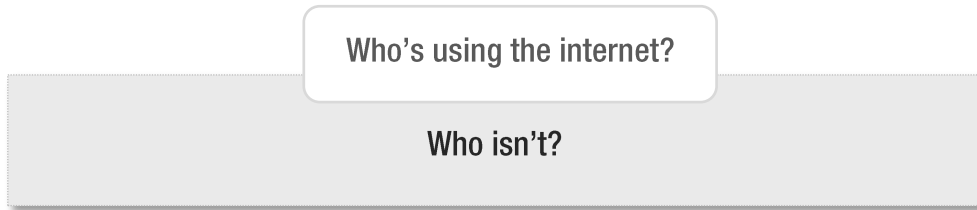
Getting the Most Out of This Experience

There are often three types of people in a typical training class. Which one are you?

The Prisoner	The Vacationer	The Explorer
<i>Has to be there, doesn't want to be there, and doesn't know why they're there.</i>	<i>A day in training is better than a day on the job.</i>	<i>Excited and curious about the new knowledge, skills, and tools they will discover in class.</i>
Doesn't engage	Spends as much time chatting as listening	Listens attentively, then participates fully in discussions and exercises
Spends class time catching up on their emails	There to have fun—distracts the class with irrelevant comments	Asks meaningful questions and contributes compelling aha's
Escapes by spending time in the hall on their phone	Returns late from break and lunch	Arrives to class on time and returns promptly from breaks
Holds on to limiting beliefs	Not purposeful in their learning goals	Adopts a posture of acceptance
Multi-tasks on their computer by working on side projects	OMG! Spends the day on their smartphone, texting and checking Facebook	Takes notes in their manual for future reference
Picks fights with trainer or other participants if they don't agree	Isn't paying attention	Respects the different learning styles and opinions of others

Notes

The Internet in Real Estate



Number of Internet Users

90 percent of all home buyers search on the Internet for information on the home search process, according to the National Association of Realtors, and 89 percent of those are using a mobile device, primarily to read general information on the home, get directions to the home, and compare prices. Agents are still central to the process, bridging the gap between internet research and the actual viewing/purchasing of the home—with 88 percent of buyers using an agent.

Myths and Truths

MYTH

A great website will bring me customers.

TRUTH

A great website may bring you a lot of *visitors*, but it takes more than a great website to get a customer.

Don't confuse visitors to your website with customers. A visitor may or may not be someone you can contact, assess their need and motivation, and convert to a customer. It still takes sales skill and a personal touch to win a customer.

MYTH

Internet leads aren't good leads

TRUTH

If you have a system in place to capture motivated buyers and sellers and have a system to convert them, the internet can yield great leads.

Not all captured consumers are equal, but with the right filtering of those that come to your website and request information or services from you, you can focus your attention on the ones with the most potential, cultivate the relationship over time, and turn them into great leads—ready, willing, and able to buy or sell now.

TRUTH

Buyers and sellers are looking for help and trusted advice from an agent.

TRUTH

Internet lead capture and conversion is a numbers game based on volume.

Research Shows ...

Internet Sellers Typically

- Browse to analyze the market
- Do research online
- Look at comparables
- Have no loyalty to agents or companies as they browse through websites
- Want to understand the home selling process
- Are very demanding of agents to know their stuff and provide real value

Internet Buyers Typically

- Start early in their time line, taking 3 months to buy, but engaging with agents earlier in the process
- Browse to analyze and research the market
- Are very prepared when they are ready to buy
- Move from website to website VERY quickly
- Look for information they can use now
- Have no loyalty to agents or companies as they search
- Look at lots of houses in one sitting
- Search online instead of driving to open houses
- Want to talk to agents
- Want to understand the home buying process
- Are very demanding of agents to know their stuff and provide real value
- Are not preapproved

Using Technology

Using technology and automated systems to capture interested consumers allows agents to focus more time cultivating and converting Internet leads.

- eEdge—KW's technology solution that includes personalized websites, the Keller Williams Listing System (KWLS), website traffic reports, email, and Contact Management System (CMS)
- Social Media
- Instant message
- Video emails

Drive Traffic to Your Website

More important than a website is what's in it—you need great content so visitors have a reason to stay for more than a few seconds. Second, if you don't have a method to drive visitors to your website, you're wasting your time.

1. Online Presence Hub
 - a. Show homes for sale
 - b. Help buyers and sellers understand the process
 - c. Have a way to communicate with buyers and sellers
2. Electronic Office
 - d. MLS/KWLS
 - e. CMS
 - f. Track and report

Notes

Four Cs

The jackpot of Internet lead capture and conversion is a customer, and potentially a customer for life. All it takes is four Cs:

- C**apture interested people.
- C**onnect with them on a personal level.
- C**ultivate the business relationship over time.
- C**onvert them to an appointment.



It's these steps that move you from a slew of Internet inquiries to a few customers who are ready now. And it's worth your effort.

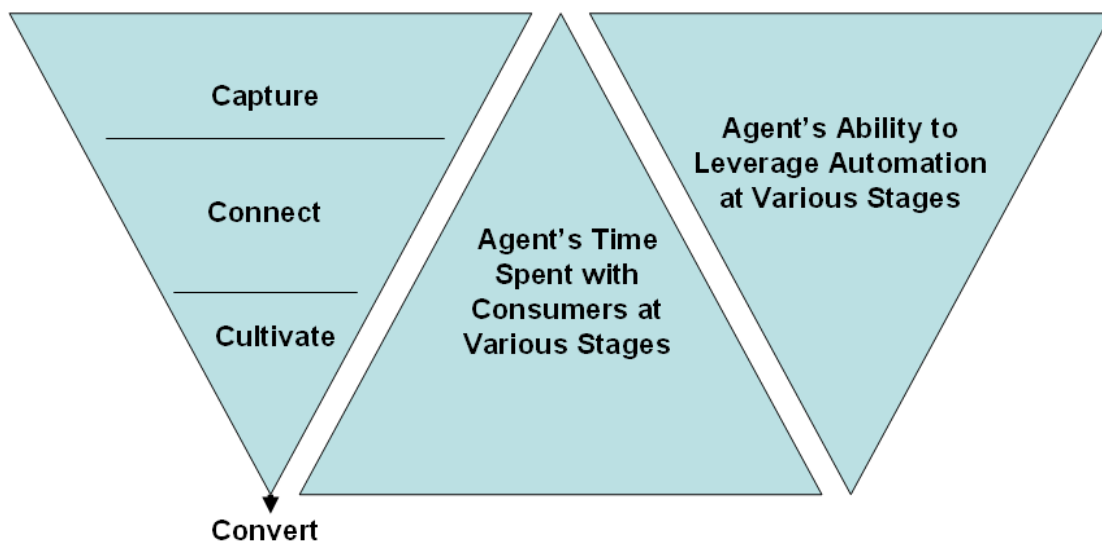
The Funnel

The diagram below may help you remember the four Cs. It was developed at the Internet Lead Cultivation Summit held in Austin in October 2007 to show the relation of the four Cs to the amount of time the agent spends with the consumer at each step, along with how much automation can be applied to the lead capture and conversion process.

The leftmost inverted triangle depicts a funnel that captures lots of online inquiries. As the inquiries move down the funnel through the steps of connect, cultivate, and convert, the number reduces to just a few—these become the leads that are ready, willing, and able to transact business now.

The middle triangle represents the amount of time, or level of effort (LOE), the agent spends with the consumer at each step. At first, the agent spends very little time with inquiries. Instead the automated systems are working on the agent's behalf, sending regular automated emails. As the inquiry advances through to the connect step, the agent's LOE increases as he/she spends more time calling and assessing the consumer's motivation. Then as the inquiry gets to the cultivate step, the agent spends a fair amount of time reconnecting in meaningful ways with a goal of converting them to an appointment.

The inverted triangle on the far right suggests that automation can be leveraged at a greater level at the capture step and not so much at the cultivate and convert steps. That makes sense, because cultivation and conversion require a nonautomated, personal approach.



Let's look at each of the four Cs ...

Capture

To capture people in your Web means to get their name and contact information—email and phone number at a minimum. This is no different than getting their name when you receive a phone call from a sign or your website. One of the first things naturally out of your mouth is, “Thank you for calling. May I ask whom I’m speaking with?” People gladly give you their name.

When you get their name and phone number, it puts you in control of when and how you contact them. But how do you get contact information from your website, especially when people using the Web like to remain anonymous?

MOFIR

It comes down to addressing the consumers’ needs with solutions. When you want to capture the most motivated buyers and sellers—the ones who are ready to act now—you make them an offer they can’t refuse, or MOFIR—Make Offer for Immediate Response!

To understand what will generate immediate response, put yourself in the shoes of buyers and sellers. Think about what they want in this market, and what their fears are. For example, buyers are most concerned in this shifting market about buying at the right time, and purchasing as much home as they can afford. They also want a financing package that works for their individual circumstance, and they want the entire transaction to be quick and problem-free.

Sellers have equally distressing concerns. They see lots of homes for sale and are concerned that their property won’t sell in the time they need it or for the amount they want. They want a qualified buyer to pay their asking price and get through the transaction quickly and with no problems.

That’s where the professional real estate agent comes in—ready with solutions to meet the needs of buyers and sellers.



Sharing your agent-branded KW App?

1. Get the Keller Williams Real Estate app from Apple App Store or Google Play Store.
2. In the app, use “Agent Search” to find and select your name.
3. Toggle “Make this my agent” button to “Yes”
4. Use “Share App” to share with your contacts!

**Find More on
KWConnect.com**

Examples of MOFIRSearch the MLS for free

1. Best-buy list
2. Reasons why you should buy in a buyers' market and not wait
3. Five mistakes sellers make in a buyers' market
4. Five mistakes buyers make in a buyers' market
5. Things you don't know about financing that could benefit you
6. Instant notification of homes for sale
7. Find out what your home is worth today
8. See more about a property—virtual tours, price, more search results, and more
9. Automated guidance (similar to what Amazon.com offers, “Similar readers have also looked at/purchased ...”)
10. Foreclosures, distress sales, etc.
11. Free reports on the market
12. Free tips for buyers
13. Free tips for sellers
14. Relocation packets
15. School and local reports

Filtering with Required Registration

Think of a fisherman's net. When the fisherman pulls up the net he not only gets the fish he was going after, but he gets a myriad of other fish species and residue he doesn't want. Your website could be like the fisherman's net where you get residue that you don't want and isn't worth keeping. Or, you can add a filtering component to keep the junk out to begin with—something the fisherman can't do.

Web filtering separates the serious inquiries from the not-so-serious ones. With filtering, you effectively eliminate inquiries that may have required a lot of your time to contact and determine their urgency, only to find out that they're not ready, willing, or able.

A filter captures contact information of those who register on your site. Offer people what they really want—information or benefits that are worth their time and loss of anonymity. Internet marketing experts refer to two kinds of offers—*skinny bait* and *fat bait*.

Skinny bait is a little bit of information that you offer on your website to get visitors interested *before* the registration or filter. Examples are thumbnail photos, general market area statistics, and a few real estate articles.

Fat bait is your most valuable information and visitors can access this *after* registering. Examples are listing details, more photos, new listing alerts, helpful information for buyers and sellers, and vendor resources. Research reveals that the higher the number of photos offered—fat bait—the more times consumers view the listing.

Registration Forms

A registration form can be another layer of filter if you choose to use it in this way. You can simply ask for name, phone, and email, or you can ask questions about what they are looking for—area, price range, number of bedrooms, features, and time frame to buy. Sample registration forms look like this:

Create Your Profile and Start Viewing Homes!

Creating a profile allows you to access the MLS and use our helpful buyers tools like our SearchSaverSM, Favorites, and all other tools.

*** Indicates a required field.**

State:

County:

City:

Bedrooms:

Bathrooms:

Minimum Price:

Maximum Price:

Need to get prequalified?:

First Name:

Last Name:

Email:

Phone:

Password:

Verify Password:

Existing User Login

If you have already created an account, then enter information requested below login and return to our database of homes.

*** Indicates a required field.**

Email Address:

Password:

Forgot Your Password?
Enter your email address and we'll send your password to you:

Email Address:

Confidential Request Form	
** Your Category: <input type="text" value="--Select--"/>	** Email <input type="text" value="example: bobz@hotmail.com"/>
» Your Name	
** First Name <input type="text"/>	
** Last Name <input type="text"/>	
» Phone Numbers	
** Daytime/Work Phone <input type="text"/>	Evening/Home Phone <input type="text"/>
» Other Information	
Moving Plans <input type="text" value="--Select--"/>	
Questions or Comments <input type="text"/>	
» For Sellers	
** Property Type <input type="text" value="--Select--"/>	
** Address <input type="text"/>	** City <input type="text"/>
** State <input type="text" value="--Select--"/>	** Zip Code <input type="text"/>
Description <input type="text"/>	
# of levels <input type="text" value="Not specified"/>	# of bedrooms <input type="text" value="Not specified"/>
Year Built <input type="text"/>	# of bathrooms <input type="text" value="Not specified"/>
Living Area <input type="text"/> Sq. Ft.	
<input type="button" value="Submit Form"/>	

Filtering with Comprehensive Data Analysis

Some agents are filtering at another level—with behind-the-curtain data analysis. Through software tracking of activity on your site, you can find out what homes the consumer looked at, if they saved a certain house or search, how many times they've come to the site, what time of day they were searching, and more. These characteristics add up to a profile that helps you assess their need and sense of urgency before you ever speak with them.

You Have a Visitor!

There are tools that log the registrations and notify you so you can act quickly to respond.

- Voice message to cell phone
- Text message to cell phone
- Email

On many websites, consumers are requested to register with both their email and their phone number. This action generates an immediate email to the Inbound Sales Agent (ISA) who calls the consumer back, often catching them while they are still on the site. How's that for responding quickly?

Automate It!

eEdge will function like a CMS that works in conjunction with your website. When a person registers, a record is added to the database with the information provided in the registration form.

There are service providers who can track traffic on your site, provide reports on who is searching on your site, and what they are looking at. They can also report on who is returning over and over to your site and who has saved your site as a favorite. These are great filtering tools to help you get to the most motivated consumers.



Your Capture System

Describe your current capture system.

What offers are you making that meet the needs of buyers and sellers? _____

Are you requiring registration?

When? _____

How many inquiries are coming in from your website each day, week, month?

Connect

Key to Connecting

1. Respond as quickly as possible—if you don't get to them immediately someone else will. (There are more agents competing for fewer customers in a shifted market.)
2. Provide real value—don't just provide access to the property they want to see; anticipate what they need and provide that.

Speed Counts

Online inquiries require an immediate response from the agent or the consumer cools off significantly and quickly. In fact, most agents are aiming to be the first to contact them.

Can you contact and connect with every inquiry that comes to you? Are there enough hours in the day? With proper filtering done at the capture step, you can reduce the time you spend by connecting with only those that are the most motivated.

TIP

If inquiries come into to a team, they need to be assigned quickly to an agent or ISA who is trained to understand the urgency and respond immediately

Purpose of Connecting

The prime goal of connecting is to have a two-way conversation to determine the consumer's urgency. Your mantra to yourself should be, "This is a purposeful business relationship and the most direct way to connect is by voice—by phone." Ask questions to determine their motivation and urgency, and listen.

1. Identify the motivated—assess motivation and readiness to buy or sell: ready, willing, and able.
2. Set an appointment—especially with the motivated.
3. Provide custom answers to consumer's needs—market to those needs.
4. Build purposeful business relationships—especially with the motivated.
5. Move buyers to preapproval.
6. Begin action plans—for the nonurgent inquiries.

Know What You're Going to Say

Before you make the call, know what you're going to say and ask in those first few critical moments. Nancy Grim of The David Therrien Group in Millersville, Maryland, lives by a set of important contact rules and objectives, and uses a buyer assessment script to remind her what to ask to obtain all the information that is needed to thoroughly and systematically assess each lead.

Contact Rules

- Call inquiry back within three to seven minutes.
- If busy, call again within five to ten minutes.
- Try three times in the first 48 days, with at least one call in the evening and/or on the weekend.
- Be friendly, relaxed, and focused on meeting their needs.
- Always answer their questions with a question.
- Always close for an appointment and establish a next step or plan of action.

Three Possible Outcomes of Your Call

1. You reach the person and get to speak with them.
2. You don't reach them after three tries.
3. The phone number or other information is bad.

Let's look at each of these three outcomes ...

1. You Reach Them

SCRIPT:

Greet them with an introductory script.

“Hi, this is _____ with Keller Williams Realty. I’m calling to thank you for visiting my home search website and requesting information on specific homes in the _____ area.”

“How long have you been looking?”

“Have you seen homes you want to look at?”

SCRIPT:

Dianna Kokoszka, President of KW MAPS coaching at KWRI in Austin, Texas, offers:

“Are you finding homes that interest you online?” (response) “I’ve found that people who enjoy looking on the Internet, also enjoy knowing the process of buying a home. Here’s how I can help you best. We can spend about twenty minutes going over the process of homeownership so that when you find something you like online, you’ll know exactly what to do next.”

Now, move on to your lead sheet or assessment form. Keep them engaged for as long as they will converse with you. The more time they spend with you is an indicator that they are connecting with you and developing a level of trust and rapport. Always focus on the consumer—their wants, needs, and dreams.

SCRIPT:

Dianna Kokoszka offers this script to quickly assess motivation:

“On a scale from one to ten, ten being you want to buy now, and one being in six months, where would you rate yourself?”

(response) “What would make it a ten?”

SCRIPT:

Nancy Grim gets the attention of her buyers by asking this simple, yet revealing question:

“What are you looking for in your dream home?”

This script motivates buyers who are waiting to make a purchase:

“I usually meet with people x months before they buy so I can start them on the path to home ownership. How would you like a completely free consultation on the entire process from start to finish? There’s absolutely no obligation at all for you to talk to me ever again after that.”

Prove Your Value Quickly

SCRIPT:

Ask the person on the phone, “Are you sitting at your computer? Yes? Let me walk you through how to set up a customized home search that will help you find your dream home.”

Buyer Assessment Script

Determine their motivation and whether they are ready, willing, and able to buy or sell now. Use a scripted lead sheet or a buyer assessment form. There is a sample Buyer Assessment Form at the end of this guide.

SCRIPT:

Instead of asking the question, “Are you preapproved?” Nancy Grim recommends asking it this way, “What’s your buying power? I can refer you to three top loan officers who can walk you through the process and tell you all the options that are available for you.”

Go for the Close

Remember, the goal at the end of the connect call is to set up an appointment.

SCRIPT:

Dianna Kokoszka keeps the focus on the needs of the prospect.

“Here’s what we should do next. The best way to help you is for us to sit down together and spend about twenty minutes so I can walk you through the process of buying a home, from the time you find your dream home to the day the keys are in your hand. Can we meet during the day? Or is evening better for you and your husband?”

If you don’t get the appointment, don’t give up on them. You’ve just had a lengthy conversation in which they shared a lot with you. Send an immediate follow-up email thanking them for their time on the phone.

2. You Don't Reach Them After Three Tries

If you have no luck getting them to answer the phone when you call, leave a message, but only after you've tried three times. The purpose of the message you leave is to build the relationship and entice them to call you. Do this by providing them with helpful information they can use now. A series of voice mail messages can be scripted in advance so you know what to say and when to say it. For example, offer ...

1. Pointers on how to navigate your website effectively
2. Market research
3. Instant notification of properties in the location and price range they want
4. Your Unique Selling Proposition
5. Importance of getting preapproved for a loan

Send an email as well, with a message like the one below. And continue to try reaching them by phone. Ask if they received your email and have any further questions.



“Hi, I wanted to thank you for visiting one of our websites, and I would like to personally take the time to show you around the website, because I feel it is very user-friendly, and will help you find your dream home more quickly and more easily. I have set up a customized home search for you in your area and price range, and there are eighty-five single-family homes waiting for you to view.”

3. Phone Number or Other Information Is Bad

Web visitors have figured out they can enter a fake name and contact information. When you encounter a bad phone number, record in your CMS that you do not have a phone number for this person and that they will be contacted by email. Send them an email asking for a better contact number so you can find out what specific feature they are looking for in their dream home. Continue communicating with them via a regular email drip, always with something of value—offers that entice them to contact you. If all of the data is bad, discard this registration and move on.



Your Connect System

How quickly are you connecting with inquiries?

Cultivate

Purpose of Cultivating

1. Provide continuous value.
2. Cement relationship through 8 x 8 and 33 Touch action plans.
3. Maintain top-of-mind status.
4. Prioritize communication related to state of motivation.
5. Increase opportunity to convert to appointment.

Build Personal Business Relationships

Provide targeted and relevant communications to the people in your database. Show that you are valuable, accessible, and have their best interest in mind. Your credibility as a real estate resource will be judged on the value of your follow-up.

Action Plans

Categorize inquiries as short term or long term, buyer or seller, etc., and assign them customized action plans. Then be consistent and don't give up on them—patience is a virtue. The same consumers that require instant response to their initial inquiry can take a long time to convert.

Prioritize the Inquiries

It doesn't make sense to capture a lot of inquiries if you can't follow up on them. If you are receiving hundreds of registrations on your website each week or month, personalized follow up for each one would be impossible. Instead, prioritize the inquiries and connect personally with the most serious and motivated ones, and motivate them to meet with you.

Personal Touch

Technology can capture the inquiries, and a good filtering system can help you recognize consumers that are ready to be contacted personally so you are in control of when you contact them and what you say or offer.

It's this critical cultivation piece of the process that takes great personal effort and skill over time. In fact, Nancy Grim calls the whole process of Internet lead capture and conversion “cultivating.” In her mind, her job is to be the first responder, develop lifelong relationships, and be the last agent standing.



Your Cultivation System

What systems do you have in place to cultivate your database?

Convert

"Leads cost us money, so we really need to hold each one accountable."

– Darla Buehler
Dallas, Texas

Your end goal with the four Cs is to convert to an appointment. You'll never know when your Internet lead will be ready to meet with you unless you ask! Converting leads is a matter of persistence.

Ask at Every Opportunity

"Once you believe it's okay to ask for what you want, you will have a change of getting it."

– Gary Keller

Take a consultative approach and explain the purpose of an appointment.

SCRIPT:

"To make the best use of your time, let's start with a meeting in my office ..."

"I'd love to help you buy a home. In order to help you find a perfect home, all we need to do is set an appointment with all the decision makers so I can help you get what you want in the time you want."

When a visitor asks for information or a free report, send it immediately. Then jump in with a question, "Did you get the information? Did you have any other questions?"

Remember, it is hard for a person to turn down your request for an appointment when you have been providing valuable information and service to them over time.

Come from Contribution

Ask, “What can I do to help you today?” That question allows you to learn what is on the person’s mind. It doesn’t do any good for you to talk about the multiple ways you can be of service if you miss the thing they care about the most.

TIP

Make sure you always ask about the other side of a customer’s transaction. If they are a buyer, ask if they need to sell. If they are a seller, ask if they need to buy..


Know Your Numbers

Number of Inquiries_____

Number of Contacts Made_____

Number of Conversions_____

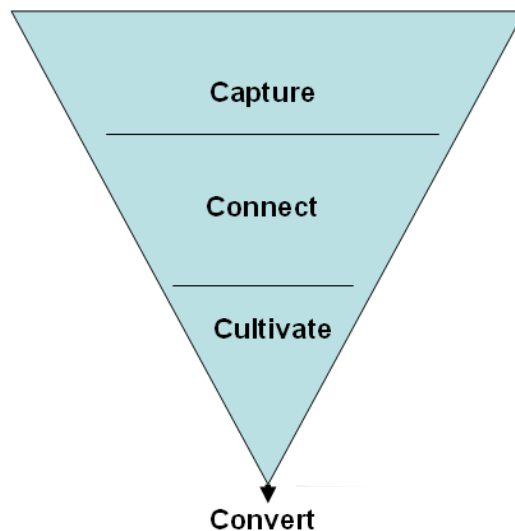
What could you do to improve your conversion rate?

Notes

The Bottom Line

Recapping the Four Cs

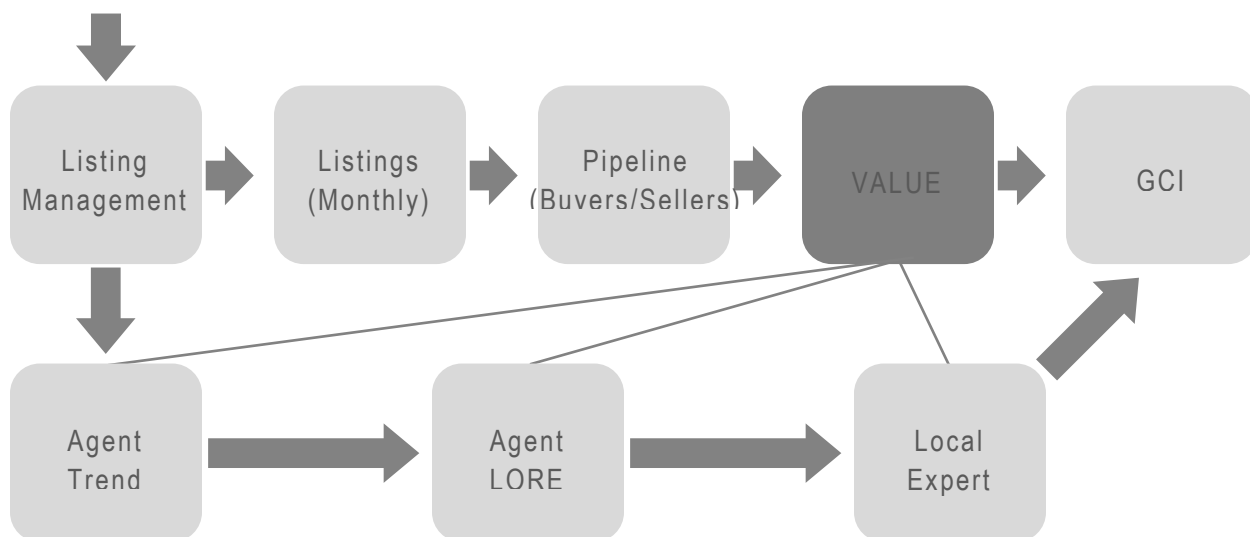
- Understand the needs of buyers and sellers and make offers that generate immediate response—MOFIR.
- Focus your time and attention on the highly motivated buyers and sellers.
- A lead is someone who is ready, willing, and able to buy or sell real estate now.
- There is no such thing as a bad inquiry, just inquiries that aren't followed up.
- Don't capture a bunch of inquiries if you can't address them in some way.
- Using automated systems to capture inquiries allows agents to focus more time on cultivating and converting their Internet leads.



- Capture interested people with enticing offers.
- Connect with them on a personal level.
- Cultivate the business relationship over time.
- Convert them to an appointment.

Career Growth Initiative Power Tools:

The tools of the Career Growth Initiative are a synergistic system that fuel the Four Conversations with evidence.



Vision Tools

- **Listing Management:** A yearly plan for profitability through growth in market share.
- **Listings (Monthly):** Monthly tracking with adjustments to help you achieve your yearly goal.
- **Pipeline (Buyers/Sellers):** Identify on a daily basis whether your activities will turn your goals into reality.

Value and Validity Tools

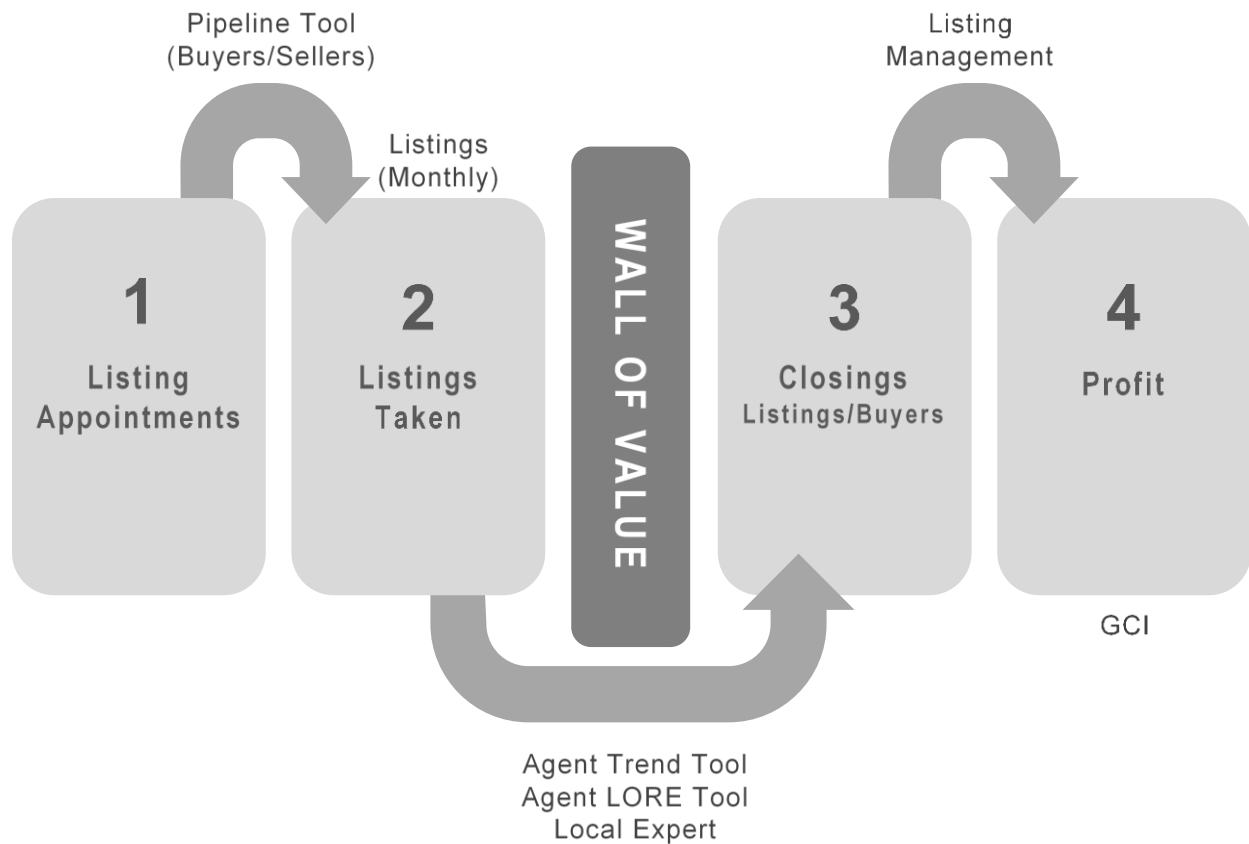
- **Agent Trend:** Report that tracks your growth in market share and critical levers in your business to assess performance and opportunities.
- **Agent Language of Real Estate (LORE):** Provides evidence of your value by comparing the growth of your business to that of your board, your subdivision, your Market Center, your Region, etc.
- **Local Expert:** The story of your expertise to underscore your validity to clients.

Thriving Tools

- **GCI:** Track your GCI against your expenses to identify your Break-even Day.

The Wall of Value

When you are able to quantify and communicate the benefits of the value you deliver, you will create a **Wall of Value** in your business that attracts listings and creates closings.



Communicate Value

Look for ways to share your Wall of Value to grow your business:

- Listing and Pre-Listing Presentations
- Buyer Consultations
- Marketing materials
- Conversations with allied resources

For more, go to the Career Growth Initiative page on [KWConnect.com](https://www.kwconnect.com)

Notes

Scripts

Connect on the Phone

AGENT: Hi, this is _____ with Keller Williams Realty. I'm calling to thank you for visiting my home search website and requesting information on specific homes in the _____ area.

From Dianna Kokoszka, President KW MAPS, Austin, Texas

AGENT: Are you finding homes that interest you online?"
(response)
"I've found that people who enjoy looking on the Internet, also enjoy knowing the process of buying a home. Here's how I can help you best. We can spend about twenty minutes going over the process of homeownership so that when you find something you like online, you'll know exactly what's going on.

Assess Motivation and Needs

From Dianna Kokoszka, President KW MAPS, Austin, Texas

AGENT: On a scale from one to ten, ten being you want to buy now, and one being in six months, where would you rate yourself?" (response) "What would make it a ten?

AGENT: Mr./Ms. _____, out of curiosity, I'm interested to know why you are moving/ buying. What's prompting your move?

AGENT: How long have you been looking?

AGENT: What are you looking for in your dream home?

Follow up to Request for Information

From Dianna Kokoszka, President KW MAPS, Austin, Texas

AGENT: I know how busy people are today so I'm not certain if you've had a chance to review the information I sent to you. I am curious if you are ready to move forward with buying your home?

AGENT: Did you receive the information I sent? Do you have questions that I can help answer?

Motivate for an Appointment

AGENT: I usually meet with people nine months before they buy so I can start them on the path to home ownership. How would you like a completely free consultation on the entire process from start to finish? There's absolutely no obligation at all for you to talk to me ever again after that.

AGENT: To make the best use of your time, let's start with a meeting in my office ...

Prove Your Value Quickly

AGENT: Are you sitting at your computer? Yes? Let me walk you through how to set up a customized home search that will help you find your dream home.

Determine if Preapproved

Instead of asking the question, "Are you preapproved?" Nancy Grim recommends asking it this way ...

AGENT: What's your buying power? I can refer you to several loan officers who can walk you through the process and tell you all the options that are available for you.

Go for the Close

AGENT: We really need to sit down together and spend about twenty minutes so I can walk you through the process of buying a home, from the time you find your dream home to the day the keys are in your hand. I always take a consultative approach rather than a sales approach so I can educate you and allow you to make the best decision for you and your family. Can we meet during the day? Or is evening better for you and your husband?

BUYER ASSESSMENT FORM:

Contact Name: _____ Spouse: _____ Date: _____

What are you looking for in your Dream Home?

Are you looking to move in the next few months or are you just starting your search for a new home?

What areas are you looking in? _____

What features / special needs MUST you have in your dream home? _____

_____ # Bedrooms _____ # Bathrooms _____ Car Garage _____ Fireplace _____ Basement

Are schools or a quiet neighborhood important? _____

Are you working with an Agent? (Have you signed a Buyers Agent Agreement?)**YES:** Would you share with me why you chose them as your Agent? _____**NO:** What are the 3 most important things you're looking for in an Agent?

#1 _____ #2 _____ #3 _____

Do you currently Rent or Own?**RENTS:** When does your lease expire? _____ How much are you paying in rent? _____**OWNS:** Do you need to sell? _____

Have you put your house on the market? _____ Are you working with a Listing Agent? _____

Do you know what your buying power is? (Have you talked to a Lender and gotten pre-approved?)**YES:** Who are you working with? _____ What are you pre-approved for? _____**NO:** Do you have a payment range you're comfortable with? _____

How is your credit (do you know your credit score)? _____

Do you have any collection accounts, bankruptcies, or foreclosures? _____

I'd like to send you our "Buyers Book" - let me make sure we have all your correct contact info:

Address: _____

Best Phone: _____ Best Email: _____

How do you prefer that we communicate with you? _____ Phone _____ Email _____ Text Message

How did you find us? _____

My Action Plan

Don't put away this training guide without developing a plan to put what you have learned into action!

Review the key "challenges" listed below and assess your current ability to meet each challenge on a scale of 1–5.

1 = "I have no experience with this."

2 = "I am not very good at this."

3 = "I am pretty good at this."

4 = "I am confident with this."

5 = "I am an expert at this."

For any rating of 3 or below, write down the action steps you will take to increase your understanding, build your skills, develop your confidence, see greater results, and take home more money!

Challenge	Rating	Action Steps
1. I focus my attention on the highly motivated buyers and sellers.		
2. I have systems in place to address every inquiry that comes to me.		
3. I understand the mindset and needs of buyers in this market and make offers for immediate response.		

Challenge	Rating	Action Steps
4. I understand the mindset and needs of sellers in this market and make offers for immediate response.		
5. I am making good use of the technology tools like my KW App and help available through KWRI and my Market Center.		
6. I stay on top of the changing technology and have a plan and a budget to implement new features as needed.		
7. I track my numbers—how many inquiries, how many contacts, how many I'm cultivating, and how many conversions.		
8. I have systems in place to cultivate my database over time.		
9. I am skilled at converting leads to appointments.		
10. I attend technology seminars and Masterminds.		
11. I have set goals for next year for number of transactions, etc. in the CGI Calculator with my MC leaders.		

From Aha's to Achievement

AHA's

What are your Aha's?

BEHAVIORS

What behaviors do you intend to change?

TOOLS

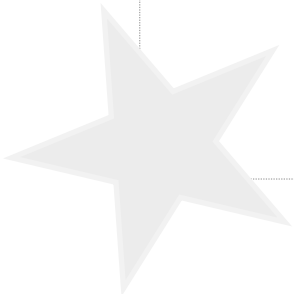
What tools will you use?

ACCOUNTABILITY

What does accountability for this look like?

ACHIEVEMENT

What will you achieve?



Don't Forget Your Evaluation!

To fill out the evaluation:

1. Go to KWUeval.com on any mobile device.
2. Select the course and instructor.
3. Share your feedback.

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KWU Course Evaluation

* 1. Name of course

2. Event Type?

☐ Market Center

< > Done

ALC Clinic for MC Leadership

Drive

ESO

Franchise Systems Orientati...

Ignite Session 1

Ignite Session 2

Ignite Session 3

Select drop-down to
scroll for title of this
course

Thank You for Sharing Your Feedback