



Lead Management Process

Every Buyer is important. Whether they are an “A”, “B”, or “C”. They all need attention and follow up or potential sales are lost. The key to success with each Buyer is ensuring you are asking the right questions and maintaining consistent contact based on their type.

There are 3 types of Buyers:

1. “A” Buyers – These Buyers are ready to buy a home immediately.
2. “B” Buyers – These Buyers will be ready to buy in 30 – 90 days.
3. “C” Buyers – These Buyers will be ready to buy in 90+ days.

Each type of Buyer is given a different amount of attention. Remembering that each type of client should feel confident that you are giving them your 100%.

From the first contact with a client it is essential to gain as much information about the client and their needs as possible. This will let you know whether they are an “A”, “B”, or “C” Buyer.

Let’s not forget the other important piece of any lead management process, and that is your Sphere of Influence. By keeping in contact with your Sphere on a monthly basis you will continually touch the folks who will provide you with referrals...and we all love referrals, right? These referrals will keep your pipeline full of new clients, “A’s”, “B’s”, and “C’s”.

We have outlined a simple plan to make sure you are in touch with all of your Buyers and your sphere each month:

1. “B” Buyers will be called the weeks of the 1st and 15th each month.
2. “C” Buyers will be called the week of the 8th each month.
3. Your Sphere will be called the week of the 22nd each month.

This will ensure you are consistently filling your pipeline with new people, and keep people moving along in the pipeline from initial call to the closing table.



“A” BUYERS

These clients are ready to buy immediately. The following questions have been asked in order to establish that they are ready to buy immediately.

1. If we found the right home for you, are you prepared to purchase that home today?
2. Have you been pre-approved for a mortgage?
 - If yes, great.
 - If no, then review the process. It may be that the client is a first time homebuyer and is not aware that this is one of the first steps in the process. Don't dismiss them as an “A” Buyer. Guide them, and follow-up during the pre-approval process.

When asked, many clients will not give you an exact timeline for when they want to have their house bought. They may respond, “We will buy whenever we find the right house”. That's OK. As long as you have already established that, if you found them the right home, they would buy it today, they are an “A” Buyer.

- Frequent contact with “A” Buyers is essential.
- Three to Four times a week you should be calling, meeting or doing showings with them.
- You should always have a scheduled appointment with the Buyer to look at homes. If no new homes come to the market for you to show the Buyer, call them let them know that nothing has come on the market. This may be a good time to have the Buyer come into the office to review their criteria.
- It is up to YOU to create this consistent and urgent communication.
- It is your responsibility to successfully guide the Buyer through the process. If you leave it up to the client to contact you whenever they see something they like, opportunities may be lost for both. And the Buyer will be calling the Agent that has the house listed.

“A”-Buyer Action Plan

- Meet with the Buyer(s)
 - Go over the Buying Process.
 - Review their Criteria.
 - Have a maximum of 15 listings to give to the Buyers for Drive By's if under Exclusive Buyer Agency Agreement.
 - Set a date to show the listings that they would like to view.
 - Let them know to call you with the MLS numbers and addresses of the listings they liked from their drive-by. Establish a date for this call, should be within 48 hours of giving the Buyer the MLS sheets. You must create a sense of urgency to the Buyer.
 - Begin test closing them from the time you say hello.
- During/After the Showing
 - Have the client meet you at the office and ride to each listing in your vehicle.
 - Make notes of what they like and dislike about the properties. This will allow you to narrow their criteria. Future showings will be of homes that are closer to their needs.
 - At the end of the showing, have a short meeting with the client in the office. If you have more listings for them to drive-by, give these to the client at this time. Establish the next date for calls and showings as outlined above. Also do a short review of there likes and dislikes from the showings that were done.



- When calling them after their second set of drive-by's, find out if they would like to again see any of the houses from the last showings. After thinking about it, they may have decided that they actually liked one of the homes.
- Follow Up
 - After the initial set of showings, the number of listings that fall within the client's criteria may be less. Depending on their criteria, it may be approximately 1 to 5 listings per week.
 - At this point you should be able to set up most showings for these properties with the client without drive-by's. If there are listings that you are unsure may meet the client's needs based on the location or exterior of the home, bring these listing with you to the showing or have the client pick them up at the office.
 - Always ensure that at the end of each appointment, you have already scheduled the next meeting or showing.
 - If there is nothing to show the client, call them and to find out if they would like to re-view any of the listings they have already seen. If not, reschedule the meeting or have them come into the office to review their criteria.



“B” BUYERS

These Buyers will be ready to purchase a home in 30 – 90 days. Regular communication with these Buyers is essential since in the next 30 – 90 days they will potentially be “A” Buyers. How do you know the client is a “B” Buyer? Simply, you have asked the right questions. Such as:

1. If we found the right home for you, are you prepared to purchase that home today? No.
2. OK, when would you be prepared to purchase a home if the perfect home was found for you? Their answer should have them ready to purchase within the next 30 – 90 days.

“B” Buyers Action Plan

You will communicate with B Buyers every 2 weeks on the 1st & 15th of each month (you’ll make these calls during these weeks each month). These calls will be to stay in touch, review general information and ask questions. Some of this information and questions will be:

1. Hi, I just wanted to give you a courtesy call to see how you are doing.
2. Informing them of any changes in interest rates.
3. Informing them of any changes in the housing market.
4. Finding out if they are any closer to becoming A Buyers.

Generally you will not be giving them any listings until they become “A” Buyers unless you are entering them into your MLS Buyer Prospects section or a Buyer Follow up program like SOAR. Make the client aware of the fact that listings can change frequently and until they are ready, the listing that are available now, may not be available when they are ready to purchase. However, the client may ask you to give them listing anyway to give them an idea of what is out there and, just because they want them. That’s OK. This may be a “B” Buyer who is actually closer to being an “A” Buyer. What to do?

1. Establish their criteria for a new home.
2. Find out if they have been pre-approved for a mortgage. If yes, great. If no, then review the process. It may be that the client is a first time homebuyer and is not aware that this is one of the first steps in the process. Guide them, and follow-up during the pre-approval process. This is a necessary step in finding them the right home.
3. If you are utilizing a Buyer Follow up program like SOAR, enter the Buyer into the program along with their criteria and assign them the appropriate category. (keep the criteria as broad as possible)
4. If you are not utilizing an automated Buyer Follow up program, enter them into your contact manager and launch the “B” Buyer Follow Up Plan.
5. If using Buyer Follow up program, find out if they would like to view any of the listings that you have sent them previously and if the homes meet their criteria. Are these clients ready to purchase today? Remember to ask them questions so you will know if they are now “A” Buyers. If not using a Buyer Follow up program, you are “just touching base”. Keep your NOTES on your buyer lead sheet. Log every call and time of call.

Once you have established that the client is now an “A” Buyer, then you will follow the “A” Buyer process as outlined above.



“C” BUYERS

These Buyers will be ready to purchase a home in 90+ days. It is important to maintain monthly communication with these clients so they can develop a consistent relationship with you. When you make these calls during the week of the 8th each month it will allow you to easily keep in touch with them. This will help to recognize when they are ready to become “B” Buyers or even “A” Buyers. In these monthly calls you will be staying in touch and asking questions or giving them information such as:

1. Hi, I just wanted to give you a courtesy call to see how you are doing.
2. Informing them of any changes in interest rates.
3. Informing them of any changes in the housing market.
4. Finding out if they are any closer to being “B” or “A” Buyers.

“C” Buyers Action Plan

Generally you will not be giving them any listings until they become “A” Buyers unless you are entering them into your MLS Buyer Prospects section or a Buyer Follow up program like SOAR. Make the client aware of the fact that listings can change frequently and until they are ready, the listing that are available now, may not be available when they are ready to purchase. However, the client may ask you to give them listing anyway to give them an idea of what is out there and, just because they want them. That’s OK. This may be a “C” Buyer who is actually closer to being a “B” or “A” Buyer. What to do?

1. Establish their criteria for a new home.
2. Find out if they have been pre-approved for a mortgage. If yes, great. If no, then review the process. It may be that the client is a first time homebuyer and is not aware that this is one of the first steps in the process. Guide them and follow-up during the pre-approval process. This is a necessary step in finding them the right home.
3. If you are utilizing a Buyer Follow up program like SOAR, enter the Buyer into the program along with their criteria and assign them the appropriate category. (keep the criteria as broad as possible)
4. If you are not utilizing an automated Buyer Follow up program, enter them into your contact manager and launch the “C” Buyer Follow Up Plan.
5. If using Buyer Follow up program, find out if they would like to view any of the listings that you have sent them previously and if the homes meet their criteria. Are these clients ready to purchase today? Remember to ask them questions so you will know if they are now A Buyers. If not using a Buyer Follow up program, you are “just touching base”. Keep your NOTES on your buyer lead sheet. Log every call and time of call.

Once you have established that the client is now an “A” or “B” Buyer, then you will follow the “A” or “B” Buyer process as outlined above.



Sphere of Influence

Your Sphere of Influence will include your friends, family, business associates and your past clients of course. This is the group of people who are going to provide you with countless referrals...all you need to do is simply ask for them! The folks who know and trust you will be glad to talk with you, and they will give you referrals if they know the kind of referrals you want. Take the time to educate them about who and what you want for referrals; about how you will treat that referral, and about how you will thank them for making the referral. Make it easy and comfortable for them to help you be successful.

When speaking with people from your sphere, you will want to use the F.O.R.D.

FAMILY – OCCUPATION – RECREATION – DREAMS

F. stands for FAMILY

- How are you doing?
- How is your family doing?
- How is (spouse)?
- How are your kids?

O. stands for OCCUPATION

- How is your job going?
- How is your business doing?
- Are you looking forward to retirement?
- How long since you changed companies?

R. stands for RECREATION

- What have you been doing lately?
- So, are you still (riding bikes, sailing, racing cars, etc)?
- By the way, how was your trip to _____?
- Just out of curiosity, what are you doing to enjoy yourself?

D. stands for DREAMS

- So, what are your plans for the future?
- Just out of curiosity, have you made any vacation plans yet?
- So, what are your plans for the holidays?
- So, what will you be doing with your time now that you have retired?

Sphere of Influence Action Plan

The key to “touching” your Sphere is to do it consistently. We recommend making these calls during the week of the 22nd each month. Focus on the F.O.R.D. technique, and just have a conversation with the people in your sphere. Have plenty of lead sheets handy, so when they give you a referral, you can start a lead sheet with the referrals name and contact information on it, remember to **NOTE** where the lead came from and say thank you in a way that will ensure they continue to provide you with more!