***Below is the rulebook for leads. If any of this doesn't work for you, please let me know.***

***1 - Always call immediately when you receive the leads. IMMEDIATELY. EVEN a 1 minute delay has killed my contact time. DON'T WAIT or they are GONE. Don't "prepare" for the call. WHILE YOU'RE LOOKING UP THE HOUSE, THE COMPETITION IS CALLING.***

*Call immediately and 3 times in a row, then text “is this Steve” and if responds “who is this” call back immediately. Persistence: Call 3 separate times in 24 hours and 10 times in 7 days.*

***2 - PHONE - Do NOT text or email. CALL THEM. Texting and emailing is LAZY. Don't do it. CALL THEM.***

***3 - Become Friends!!*** *Achieve a semi-social bond so that they like you personally as well as professionally. When you build strong rapport, they will feel more comfortable doing business with you and be less likely to turn to another agent. Then, call them 3-4 times per week to keep rapport alive*

***MIRROR Objections***

* ***I'm only browsing = RESPONSE "Are you only browsing in \_\_\_\_\_\_\_\_ (town)?" USE THEIR WORDS. They feel heard.***
* ***I'm no longer in the market = RESPONSE "Seems like you're no longer in the market, but when you were previously, what would you be looking for?"***
* ***I can't talk now = RESPONSE "****When is a better time to talk? Let the Lead respond ( they may say call me back in an hour or call me after 6pm tonight) and then you say “ So I can prepare for the call in an hour (or after 6) may I ask you a few questions?*
* ***I'm working with an agents*** *= Can I have permission to share with you a few properties that meet this criteria? ………. (They always say yes), then ask “ If any of these properties meet your criteria, are you open to working with me, or are you COMMITTED to working with your current agent?*
* ***I'm Not ready Yet = RESPONSE "Sounds like you're not quite ready yet, when you do purchase what's the most important factor?"***
* ***Are you the listing agent?*** *“The listing agent is unavailable at this time, and I have been retained to answer any questions you may have, how may I help you?”*

*Trend Realty wants you to FEEL NO PRESSURE or obligation to buy leads. It's our sincere hope that you first and foremost work your sphere of influence and do free lead generating activity. We discuss often how Open houses, For Sale By Owners and Expired Listings are great ways to prospect and meet people without spending any money.*

**Preliminary Details:**

* 50 - 50 Split
* CRM required for updates
* I would suggest a 1-3% conversion rate as an estimate for internet leads in my experience.

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Agent