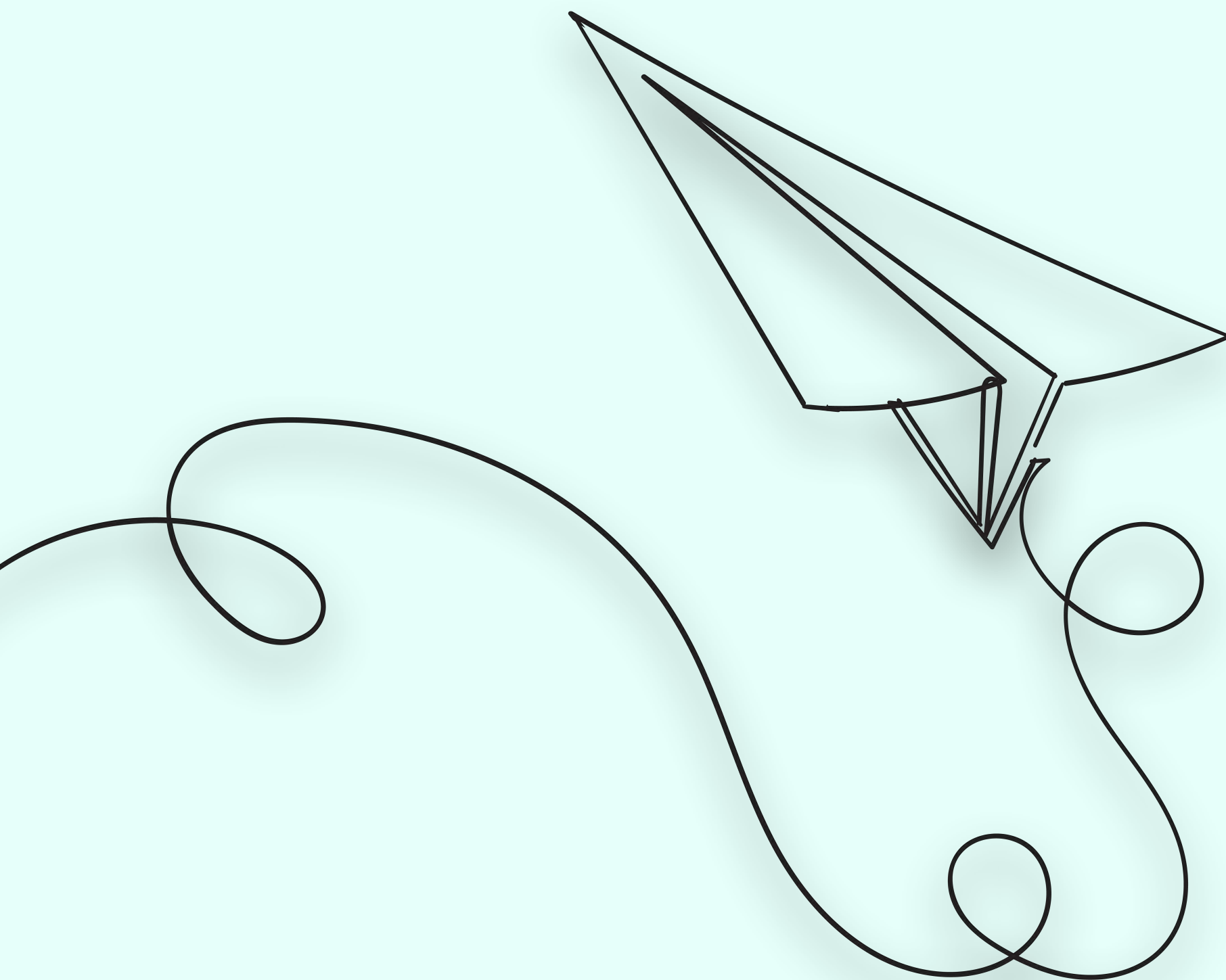




How to Improve your
Brokerage Operations
with Lead Management

01. 02. 03.



INDUSTRY: Real Estate

SALES: National and Local

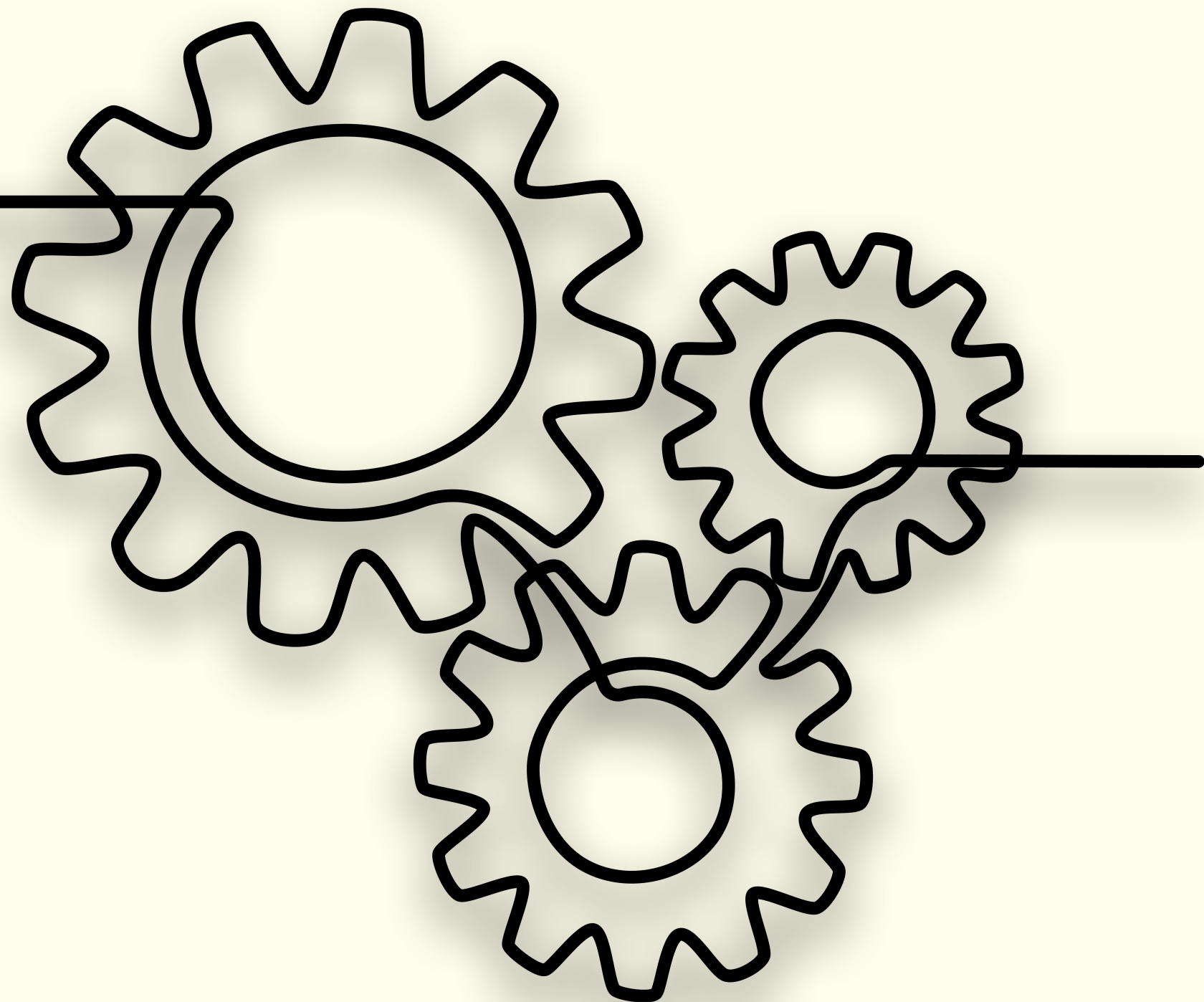
CUSTOMERS: Commercial and Residential Buyers

**Win in Today's Battle for
Real Estate Buyers.**



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More than ever...

A digital world demands speed-to-lead.

For the best chance of closing sales and reaching company goals, getting the right agent in contact with your prospect (and in the least amount of time) is critical.

"If a lead is contacted within 5 minutes, you have an 80% chance of doing business with them. If response time takes 10 minutes, the likelihood drops to 5%." - Recent Homelight Study

Some questions to consider before you start:

- 1 How long does it take for my agents to respond to a lead today? And what's the cost?
- 2 Where are most of my leads coming from? And are they qualified?
- 3 Do I have budget to incorporate technology to address speed-to-lead and grow my business?



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How quickly does my team respond to leads today?

It is not uncommon for brokerages to use CRMs to manage their customer processes. However, having the technology and enabling your sales people are two different concepts, and at times, CRMs may not always do the trick.

Since a delayed response will not suffice for today's consumers, it's important to understand how quickly your team typically respond to inbound leads before trying to improve it. Survey existing customers, generate test queries, or reconnect with lost prospects are great examples of ways to learn more.

Where are my leads coming from? Are they qualified?

Considering the breakneck pace at which technology is progressing in the field of real estate, it's no surprise that agents and brokers may feel pressured with deciding what to incorporate into their marketing and sales strategies.

A strong revenue generating strategy and administration team are essential to attracting interest on listings. Understanding where your leads come from lets you determine where you can further market to generate high quality prospects. For example, did you know that **72%** of home buyers say they found their home through mobile searches. Start by tracking where your leads come from.

Can I afford to invest in technology to help my brokerage?

Technology is quickly emerging and shaping the future of real estate. The recent pandemic has fuelled mass adoption of many new technologies by the most effective brokerages in the space. Digital platforms can provide real estate professionals with a competitive edge, while also improving and personalizing the buyer experience. Given the accelerated pace of technological change, the question is not whether you can afford to invest but rather can you afford not to invest.

“With Lead Assign, we can enable the quick response that is critical to engaging online customers with a better service experience”

- Kelly M., Director of Business Services, Royal LePage



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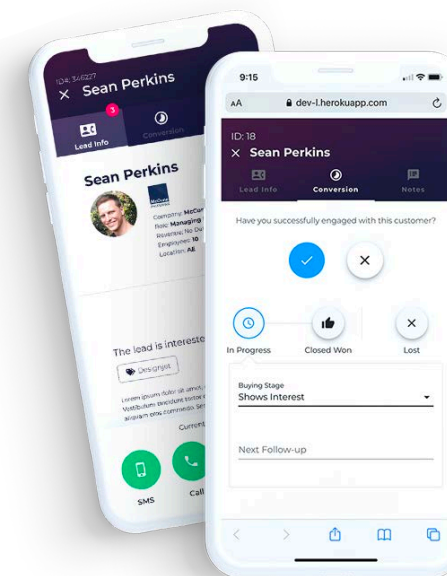
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How Lead Assign helps nationwide brokerages

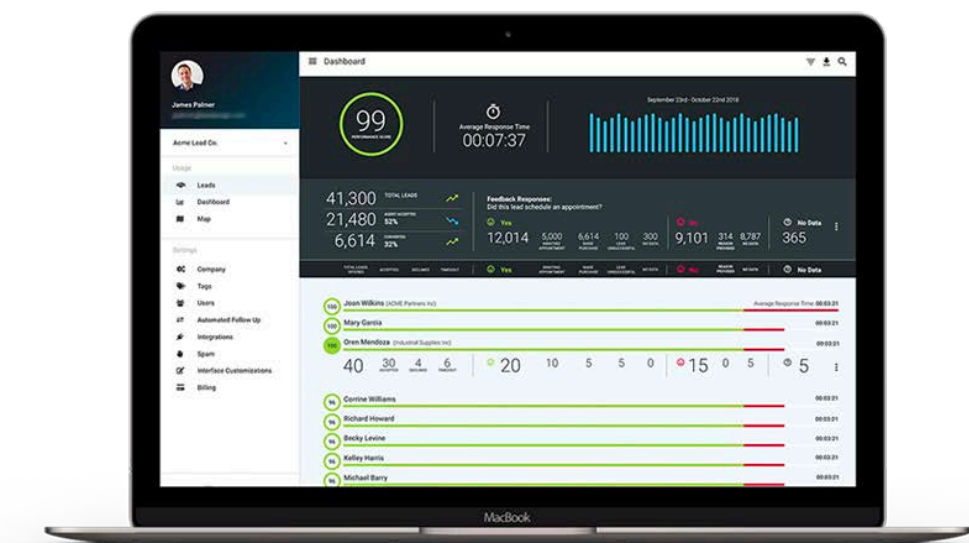
Improve Speed-to-Lead

In a highly competitive markets, engaging with customers quickly is essential to conversion. Use real-time lead analysis to automatically route prospects to the right agents every time. The no-fuss user interface allows agents accept contact leads with the click of a button.



Track Lead Sources

With its direct connectivity capabilities, all leads are tracked in a digital platform so you can be confident of where and how your marketing spend is performing. A detailed dashboard is your brokerage operation control centre for your programs and agent performance.



Flexible Packages to Meet Brokerages of All Sizes

We've worked with national real estate teams (with over 20,000 agents and over 500,000 leads per year) to local brokerages that are the game changers in their market. Be confident that our lead management experts can build and customize the right solution to meet your needs in the ever-evolving real estate industry.



Get Started Today