

5 Key Steps for Turning Leads Into Lifetime Clients



Generate New Real Estate Leads



www.ixactcontact.com



info@ixactcontact.com



1.866.665.0018

Table of Contents

3

Introduction

6

Step 1

Generate New Real Estate Leads

13

Step 2

Capture And Qualify New Leads

17

Step 3

Nurture And Convert Leads Into Clients

21

Step 4

Execute The Transaction Professionally

26

Step 5

Keep In Touch To Generate More Referral
And Repeat Business

32

Conclusion





Introduction

There are few things more valuable to a REALTOR® than loyal, lifetime real estate clients. In an industry driven by lead generation, referral and repeat business can be what elevates you to a new level of success.

As you build your database of loyal clients, you'll find that there is less and less cost and effort required to get new listings. Sounds ideal, right?

When your real estate leads turn into loyal clients, they'll use your services time and time again – maybe over a lifetime of moves! You'll also see more referral business rolling in. 32% of sellers recommended their agent three or more times since selling their home ([NAR](#)).

Wondering why referrals are such a powerful source of real estate leads? 92% of consumers trust recommendations from friends and family above all other forms of advertising (RETechnology). You could be the most sophisticated real estate marketing ninja, but no marketing tactic will generate as many highly qualified hot leads as referrals from happy clients.

Sounds straightforward, but why do so many Realtors fail to convert leads into valuable lifetime clients? Consider this: 85% of consumers say they would use the same Realtor again on their next transaction, but less than 15% actually do (NAR). The reason is simple. Often when a client needs the service of a real estate agent again, they can't recall their agent's name. It's hard to be loyal to someone when you can't remember their name!

Real estate agents have notoriously chaotic schedules, but there is hope for building a database of loyal clients. This eBook outlines the 5 actionable steps you can take to convert more of your leads into loyal lifetime clients.

DID YOU KNOW?
32% of sellers recommended their agent
three or more times since selling their home (NAR).

In this eBook you'll learn:

- Exactly how to nurture your leads so they become clients.
- How to keep in touch effectively to generate more repeat business.
- Common mistakes that Realtors make with their past clients that act as roadblocks for repeat business.
- How to save time by harnessing the power of a real estate CRM to automate much of the work.

The **5 Key Steps** For Turning Leads Into Lifetime Clients





Step 1:

Generate New Leads

The focus of this eBook is on turning leads into lifetime clients, but nothing happens without a lead in the first place! Lead generation really is “Step 1” in the whole process.

Generating leads is a vast topic that could be the subject of its own eBook. For the purpose of this eBook, we’ll explore lead generation from a high level, and then focus in on what you need to do after you’ve captured a lead in order to turn that lead into a lifetime source of referrals and repeat business.

DID YOU KNOW?
Savvy #REALTORS
have **more than one prospecting strategy working for them.** *Learn more via @IXACTContact.*

There are many different ways to generate leads from prospecting to inbound marketing, and plenty of conflicting advice about which strategies work best.

The truth is that the best lead generation methods are the ones that work for you, the ones that you feel comfortable with and can excel at.

Urgency, budget, and personal style are factors that will impact your lead generation methods. If you enjoy people contact and money is tight, then door knocking might be perfect for you. But if time is tight and money for marketing is available, then online advertising may be a fit.

Similarly, traditional prospecting tactics are great for finding immediate sales opportunities, while many inbound marketing tactics such as Website SEO (Search Engine Optimization) and Blogging can be less time intensive, but can also take longer to generate results.

Successful Realtors usually have more than one strategy in place working on their behalf. Whatever tactics you choose for prospecting, do them well. If you haven't landed on a method that yields results, keep experimenting until you do. The sooner you can find one or more lead generation approaches that work for you – the better!



Common Mistakes REALTORS Make with Lead Generation

- Relying completely on one single lead generation method.
- Spending too much time cold calling to generate new leads without utilizing inbound marketing tactics.
- Sending out marketing communications haphazardly, without a strategic plan.

How To Generate New Leads More Effectively

Let's take a closer look at some creative prospecting and inbound marketing ideas you might want to try to boost your lead generation:

Prospecting Ideas:

	Work open houses.
	Become a Specialist in FSBOs or Expired Listings.
	Farm a specific geographic community.
	Host an educational seminar with an expert.
	Hold an information session for first time home buyers.
	Send Just Listed and Just Sold e-Cards or e-Flyers.
	Reconnect with past clients.
	Sponsor a children's sports team and introduce yourself to parents at games.

Inbound Marketing Ideas:

	Send a monthly e-Newsletter and/or direct mail Newsletter.
	Promote your Business Directory of preferred businesses and services.
	Advertise on Facebook and Twitter.
	Invest in Pay-Per-Click (PPC) advertising on Google and Bing.
	Search Engine Optimize your Website (SEO).
	Start a Blog that highlights your expertise in all things real estate and home related.
	Social Media Marketing (i.e. Facebook, Twitter, LinkedIn, Pinterest)
	Build your profile in your community by positioning yourself as the local real estate guru:
	<ul style="list-style-type: none"> • Write a weekly real estate column for your local newspaper. • Host a weekly radio show on Saturday morning.

Traditional prospecting methods such as cold calling can work effectively for some agents, but it's not for everyone. Some Realtors choose to specialize in a particular type of listing, like FSBO's or expirers. No matter what methods you choose, complement them with inbound marketing.

Inbound marketing is the process of using marketing to bring leads to you, rather than you having to contact them. By creating content specifically designed to appeal to your dream customers, inbound marketing finds and attracts qualified leads to your business and keeps them coming back for more.

Your Realtor website is a big part of your inbound marketing plan. Real estate-related searches on Google have grown 253% over the past 4 years (NAR). If a hot lead is turning to the web to search for a Realtor, will they find you there? If you do have an online presence with your own website, is it equipped with lead capture forms to help you capture leads automatically?

What about those leads who are searching for a Realtor using their tablet or mobile phone?

We all know the frustration of visiting a website that isn't mobile friendly. The dreaded pinch-and-zoom doesn't make for a very pleasant website visit experience. To appeal to your potential leads, make sure your website is as easy to navigate as possible on any device. A mobile-friendly website is a must have for Realtors who want to generate more leads.

Your website is the ultimate inbound marketing tool, as it allows you to present your personal brand and unique value proposition in a powerful, visual, and interactive way. Your website also makes it easy for site visitors to contact you via targeted lead capture forms. Like all inbound marketing tactics, the beautiful thing about website leads is that they find and reach out to you, rather than you having to find and chase them.

Your website isn't your only inbound marketing tool. Email is a powerful player in driving more leads too! Let's take a look at how powerful a single message can be.

Let's suppose you just received a terrific new listing. You send a Just Listed e-Flyer as an email to 328 people in your database who might be interested in this home.

You wait a day or two, and then check the Email Campaign Reporting in your CRM. You'll see the names of the people who opened your Just Listed e-Flyer and clicked to "Learn More About This Amazing Home". Maybe only 9 people clicked on your Call to Action link. But who are these 9 people? They are potentially very high quality hot leads.

Why? Because they've demonstrated through their actions their interest in your listing! And best of all, because they're in your database, you already have some degree of existing relationship.

So you get on the phone and call these 9 people to see if they'd like to learn more about this home, and before you know it, you have 3 showings scheduled over the next few days, and the home is sold within two weeks. You did such a great job selling the home quickly that the seller gives you 2 referrals, and you convert one of those referrals into a new listing. All of this thanks to one email and the power of Email Campaign Reporting.

DID YOU KNOW?

A web presence is crucial!
*#Realestate searches on Google **have grown 253% over the past 4 years.***

How IXACT Contact Can Help

With all the balls a Realtor keeps in the air on a daily basis, it's no wonder that lead generation can seem daunting. Even a superhero agent needs the help of robust tools to help drive leads effectively. IXACT Contact's real estate CRM and marketing system is built to help real estate agents generate, capture, and manage leads properly. By using contact relationship management software, you can rest assured that your valuable leads don't fall through the cracks!



You already understand that your Realtor website is the cornerstone of your inbound marketing efforts online. But many websites available don't have enough features to truly generate and capture leads.

IXACT Contact's Realtor Websites with IDX Professional integration come equipped with the powerful features you need to drive inbound marketing and generate leads.

Visitors on your IXACT Contact Realtor Website have many different options for supplying you with their contact information.

They can request more information for a particular property, schedule a showing, sign up for email alerts and even save their desired search settings on your website.

Even better, you have insight into which properties your website visitors viewed, marked as a favorite, and signed up for alerts on. Equipped with this information you can effectively reach out to your lead!

IXACT Contact not only helps you drive leads with your website, but with your email marketing too.

When you send out Just Listed or Just Sold e-Flyers like in the example above, you'll be able to see exactly who opened and clicked on your email. With Email Campaign Reporting you're able to identify hot leads effortlessly and know if your email marketing is effective.



IXACT Contact's Realtor Websites and Email Campaign Reporting are two of the powerful ways your CRM can help you generate more leads and require less time from you!



Step 2: Capture & Qualify New Leads

Now that we've given you some ideas on how to approach lead generation, let's get to the heart of this eBook.

The stark reality is that the majority of Realtors don't actually have a lead generation problem; they have a lead **capitalization** problem! They simply aren't capitalizing on the potential business value of the leads they work so hard and spend so much money to generate. That is the great tragedy we're going to tackle next.

DID YOU KNOW?
*80% of consumers chose to work with **the 1st #Realtor they speak to.** Make sure you're 1st!*

Most Realtors see only a tiny fraction of the potential listings, sales, revenue, and referrals they could be receiving from the leads they do generate. This is often because of:

- Poor lead capture and qualification practices.
- Failure to nurture longer term leads and convert them into clients.
- Poor service and attention to detail through the transaction process.
- Failure to keep in touch and build relationships after the deal.

But what do many Realtors assume is the solution? More lead generation! Yet for the majority of Realtors, the real solution is not more leads; **it's doing more with the leads they already have**. Capturing your real estate leads is a timing game. Once a new lead comes in, you don't have time to waste.

Over 88% of buyers expect a response from their Realtor within an hour ([RETechnology](#)). If you procrastinate on following up with your leads, they may assume you're not interested in their business.

During busy seasons it can be tempting to postpone lead follow up with the intention to contact a batch of leads on a weekly basis. But even Realtors with the best intentions can fall behind on lead capture, and before you know it, weeks have gone by.

The compelling truth is that 80% of consumers end up working with the first Realtor they speak with ([NAR](#)). If you wait weeks – or even days – to capture and contact your new leads, you risk losing them to another agent. Make sure you're the first Realtor to reach out to your lead, and not one of your competitors!

Capturing your leads effectively and beginning communications quickly is the best way to make sure you're the first agent to connect with your lead.

How To Capture And Qualify Leads More Effectively



To avoid falling behind on lead capturing and communications, use automated tools to get notified as soon as you acquire a new lead and immediately reach out to them. It's easier than you think! Use lead capture tools to have your new leads added to your database automatically. This will save you the manual work of adding them yourself. When new leads are seamlessly coming in to your database, they'll also be auto-assigned to relevant email marketing campaigns or your Monthly e-Newsletter so they start hearing from you right away. What if a new lead explains that they aren't yet ready to make a move? Remember, there is no "no" in real estate, just "not yet." Make a note to reach out to that person in a few months' time, and assign them to a longer nurture plan. It's a good thing to have some longer term leads stored up in your database, they build up your pipeline for future transactions!

How IXACT Contact Can Help

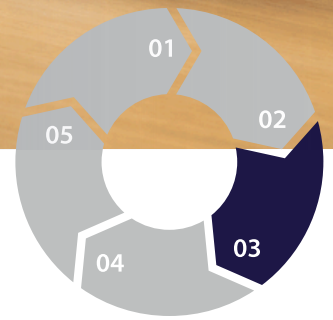
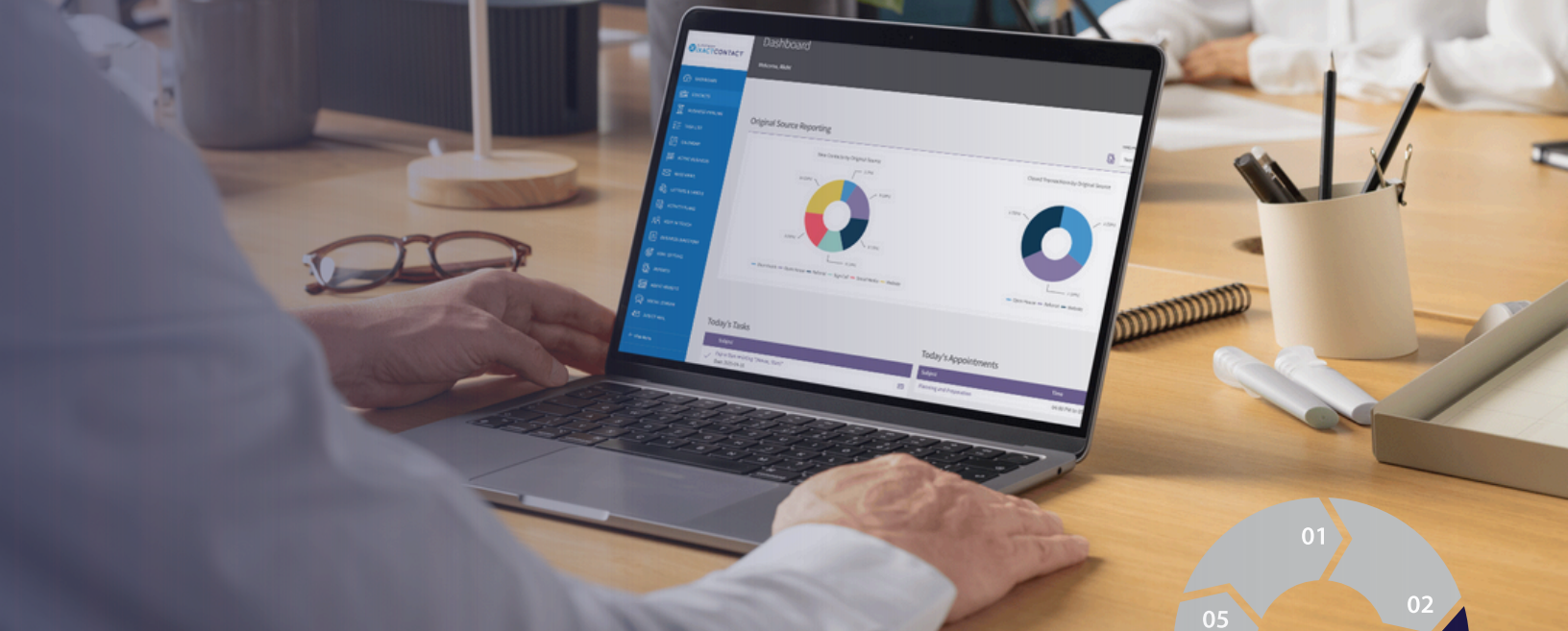
Potential new leads find Realtors on a variety of online platforms including agent websites, emails, Zillow, Trulia and more. With IXACT Contact you can streamline the process by capturing these online leads immediately in your CRM database and automatically assigning them a nurture email program.

Capturing leads from the web will help you ensure no contact falls through the cracks. IXACT Contact will generate email alerts for immediate follow-up, assign an email campaign for automated lead nurturing, and even remind you when it's time to give your lead a call. You'll be automatically nurturing your new leads from the very moment they send you their information. And thanks to IXACT Contact's Mobile App you can make notes and create next-step tasks after speaking with your new lead, even while you're on the road!

Online leads are especially valuable because these people are actively looking for a Realtor's help and have voluntarily submitted their information to you. It's important to follow up with them properly and start the nurturing process as soon as you can. IXACT Contact offers the broadest range of lead capture options available to ensure you don't miss out on any potential sales.

Keep in touch call reminders are the best way to remember when it's time to circle back and check in with a past lead. If a couple mentions plans to downsize in two years' time, you'll be alerted when it's time to call them and check in. Meanwhile, since they're receiving regular email communications from you, you'll remain top of mind for when they are ready to list their home.





Step 3:

Nurture And Convert Leads Into Clients

Whether a lead is looking to make a move quickly or sometime down the road, communicating with them is crucial for building trust and staying top of mind. That's where lead nurturing comes in!

Lead nurturing is the process of keeping in touch regularly with your leads over time, offering them relevant and timely information.

It means building a relationship with them until they're ready to use your services. When you communicate regularly with your leads you ensure that they remember your name and know exactly how to get in touch with you when the time comes to list or buy a home. The key to successful lead nurturing is consistently sending material recipients will find useful. People are more likely to read and keep this information than just a straight up sales pitch. Email marketing is one of the simplest, non-confrontational, and least expensive ways to nurture real estate leads. Your long-term leads require more nurturing than your short-term leads. Remember that timing does not equal quality! Some long term prospects have the potential to become excellent clients, provided you nurture them effectively. This is a good time to prime the pump and remember you'll reap what you sow later.

Common Mistakes Realtors Make With Nurturing Leads

- Mistaking long-term leads as low quality leads.
- Not using automation to make keeping in touch easier.
- Using a "one size fits all" nurture campaign for all types of leads, so leads aren't receiving information that's relevant to their specific situation.
- Only using email and not picking up the phone.



How To Nurture Real Estate Leads More Effectively

Lead nurturing (also known as drip marketing) is a communication strategy where you send relevant pre-written email messages to your contacts on a regular basis.

Communicating regularly with your real estate leads is an effective way of nurturing them. You can guide a lead who is still not sure about selling their home through a series of emails until they finally warm up and are ready to make a move with you as their Realtor.

With nurture email campaigns (also known as Marketing Activity Plans) in place, you'll automatically send emails and correspondence to your contacts, making it easy to follow up with new leads and current contacts. You'll also be reminded when it's time to reach out to your contacts with a friendly phone call.



You can use several different real estate nurture campaigns depending on what kind of message you'd like to communicate to your contact. The messages you send should vary depending on whether you're communicating with buyer leads, seller leads, renters, FSBOs and more.

How IXACT Contact Can Help

Does the idea of writing an email campaign sound daunting? Not to worry! IXACT Contact comes pre-loaded with nurture campaigns for your different types of leads. The nurture campaigns include a combination of keep in touch phone call reminders to complement the pre-written automated emails.



Nurture emails are professionally written to convey the right message to your leads. Use them as they are, or customize them to suit your own preferences. Best of all, the emails are sent automatically, so you can set it and forget it. You'll be regularly sending relevant emails to your leads without having to constantly type them out manually.

Nurturing your leads means building meaningful relationships. Just like the relationships you have in your personal life, building rapport is a powerful way to connect with your leads. As you learn more about your leads, their families, their needs, likes and dislikes, keep track of this important information in the

Contact Profile in IXACT Contact. The more leads you have, the more difficult it is to remember specific details about each of them. By keeping good notes in your CRM, you'll be able to review the information you have about your lead and your

conversations will flow with ease. Most Realtors don't have the memory of an elephant, so let IXACT Contact do the remembering for you, making you look like a star when you remember the details your lead shared with you.



Step 4:

Execute The Transaction Professionally

On any given day, a real estate agent has hundreds of tasks on the go. Between your listing presentations, open houses, contract drafts and phone calls, it can be easy to lose focus on the kind of service you're offering your clients.

Do you put a lot of effort into being nice to your clients? Personable and friendly? That's important, but being nice isn't enough.

DID YOU KNOW?
Excellent service may be the most important step for more #RealEstate repeat & referral clients.

A professional Realtor has to be outstanding at their job, relentless about meeting deadlines, professional in communications, and knowledgeable about executing a transaction.

You're assisting people with one of the biggest financial decisions of their lives. You are the expert and your clients are relying on your knowledge to see the transaction through successfully. Professional excellence is crucial in order to have a positive experience that results in repeat business and ongoing referrals.

Are you providing outstanding service to your real estate clients throughout the transaction? Ask yourself these questions:

	Do you consistently meet every important date and milestone?
	Are you efficient, detailed, and organized?
	Do you return phone calls and emails the same day?
	Do you conduct yourself professionally with all related parties?
	Is your online marketing (emails, social media, website) professional and credible?
	Do you regularly update your client on the status of the transaction?
	Do you regularly go above and beyond the call of duty?
	Do you keep in touch with clients even after you've closed the deal?

These questions are a good starting point for providing your clients with the best possible service.

How to Execute the Real Estate Transaction Successfully

A big part of securing more referral and repeat business is by providing your real estate clients with outstanding service. Let's explore a few ways you can wow your clients to win their loyalty. Likeability is important when it comes to serving your clients, but knowledge and competence is irreplaceable. Clients aren't looking for a new best friend, they're looking for an agent who will get the job done right. If you're both professional and likeable, then you've hit the recipe for success. Meeting key dates and milestones is non-negotiable when listing or selling a home. No matter how friendly you are, if you drop the ball on an important task you won't secure loyalty from your client. Be meticulous about completing each of your tasks throughout the transaction properly.

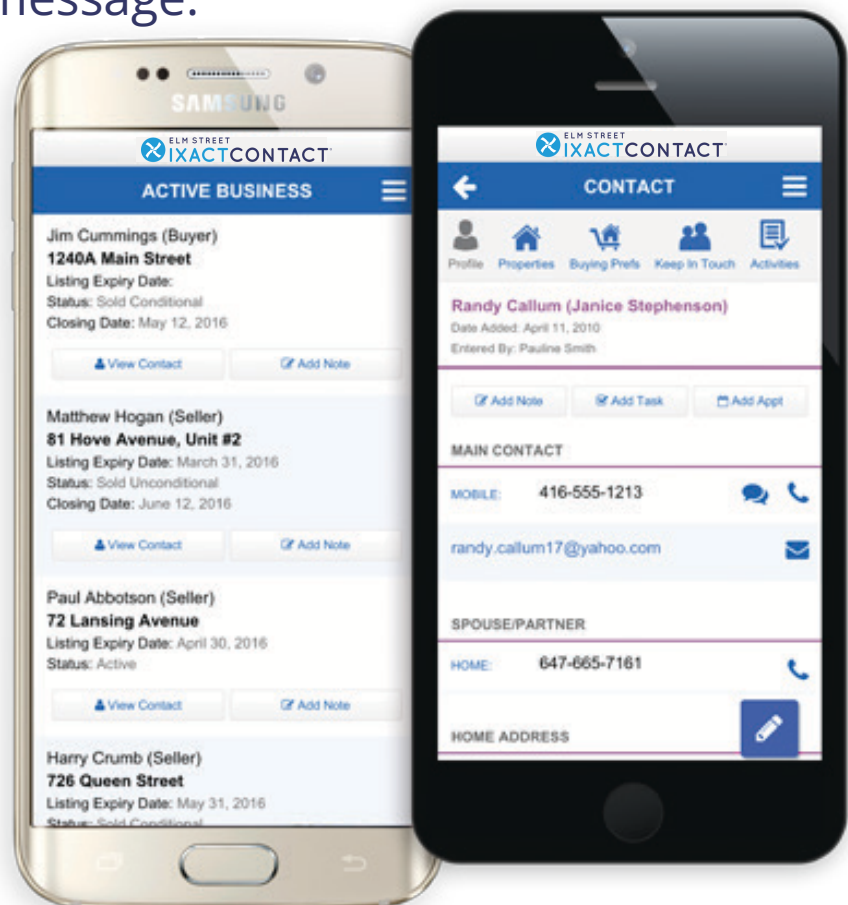
Even if your client has bought and sold properties before, they are probably not as well-versed in the transaction process as you are. Be sure to communicate the process to them clearly so they aren't left in the dark. Maybe you are busy completing important tasks, but if your client isn't hearing from you, they might assume you're not actively working on their transaction. Remember to give your client regular updates on the transaction so they rest assured that you're on top of every detail. A big part of providing excellent customer service is about communication. A good real estate professional sets clear expectations, communicates often and handles delicate situations with sensitivity. If you execute the transition efficiently and professionally, you've laid the foundation for more repeat and referral business.

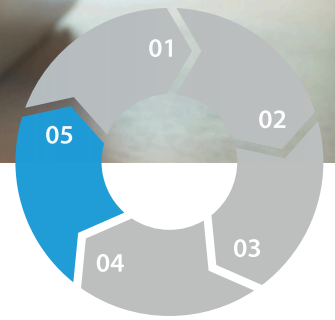
How IXACT Contact Can Help



There are countless ways that your CRM will help you execute your real estate transactions professionally. With IXACT Contact's Active Business functionality, you can track important property and listing details, key dates, showings information, and much more. You can assign listing and closing Activity Plans, get email reminders of important tasks and appointments, upload transaction-related documents, manage offers, generate service reports, and track commissions. The more organized you are, the better service you can provide to your clients. The Active Business area of your real estate CRM software acts like your virtual transaction coordinator, keeping you organized and in control, and allowing you to handle more business more professionally than you ever thought possible.

Listing and Closing Activity plans are pre-populated with all the steps normally required in the sale or purchase of a home. You'll receive reminders when it's time to complete each task, making sure no important items are missed. You can even customize the existing Activity Plans so they reflect your own unique process. Real estate agents spend a lot of their time on the road. With IXACT Contact's Mobile CRM you'll have the most current information at your fingertips whether you're in the office, at a meeting, or hosting an open house. The App helps you keep in touch by easily dialing a phone number, or sending an email or text message to a contact. You'll stay organized thanks to the 'Next Steps' function that automatically prompts you to make a note, task or appointment after you complete a phone call, email, or text message.





Step 5:

Keep In Touch To Generate More Referral And Repeat Business

Unlike other professionals that we see several times a year (like dentists) a consumer may only need the services of a Realtor once every several years.

No wonder so many clients forget the name of their former Realtor, no matter how much they enjoyed working with them!

DID YOU KNOW?

*92% of consumers **trust recommendations from friends & family** above all other forms of advertising.*

92% of consumers trust recommendations from friends and family above all other forms of advertising (RETechnology). And when someone is thinking of making a huge decision like buying or selling a home, you can be sure they seek advice from trusted friends and family.

Referrals are a powerful source of leads for real estate professionals. No matter how much time, effort and money you invest in other forms of advertising, referral leads are highly sought after. Referrals are valuable because they come to you (rather than you chasing them), they are usually warm or hot leads, and they enter your relationship with trust because someone they know has vouched for you.

Here's a hard question: are you getting the number of real estate referrals from past clients that you should be getting? If you're not, there are some actionable ways you can increase your referral and repeat business.



Mistakes Realtors Make With Keeping In Touch:

- Not making regular Keep in Touch calls.
- Not sending a Monthly e-Newsletter or Direct Mail Newsletter.
- Forgetting to reach out on birthdays/move in anniversaries.
- Being too shy about asking for referrals.
- Not rewarding/showing appreciation to past clients who refer you.

How To Keep In Touch And Generate Referrals And Repeat Clients More Effectively

The shocking truth is that 85% of homeowners say they would use the same agent again or recommend the agent to others – yet less than 15% actually do. The primary reason they didn't make the recommendation? They couldn't recall the name of their Realtor! Such a simple oversight could end up costing you a lot of real estate referral business.

Staying in touch after a transaction is just as important as nurturing a lead before the transaction. It keeps your name top of mind with past clients so when someone asks them to recommend a Realtor your name will be the first on their lips.

Keeping in touch regularly builds rapport, and doesn't have to be difficult! Wishing a contact a happy birthday, calling every few months to say hello, or sending holiday greetings are natural ways to touch base and remain top of mind with your leads and past clients.

Whether a contact is considering moving or not, it's extremely important to add value to client relationships over time. It's what keeps past clients coming back and referring you to their friends and family.



To add ongoing value for your past clients, market yourself as an expert on all things home related. When you do this, clients will call you for recommendations on reputable professionals like electricians, interior designers, and kitchen remodelers.

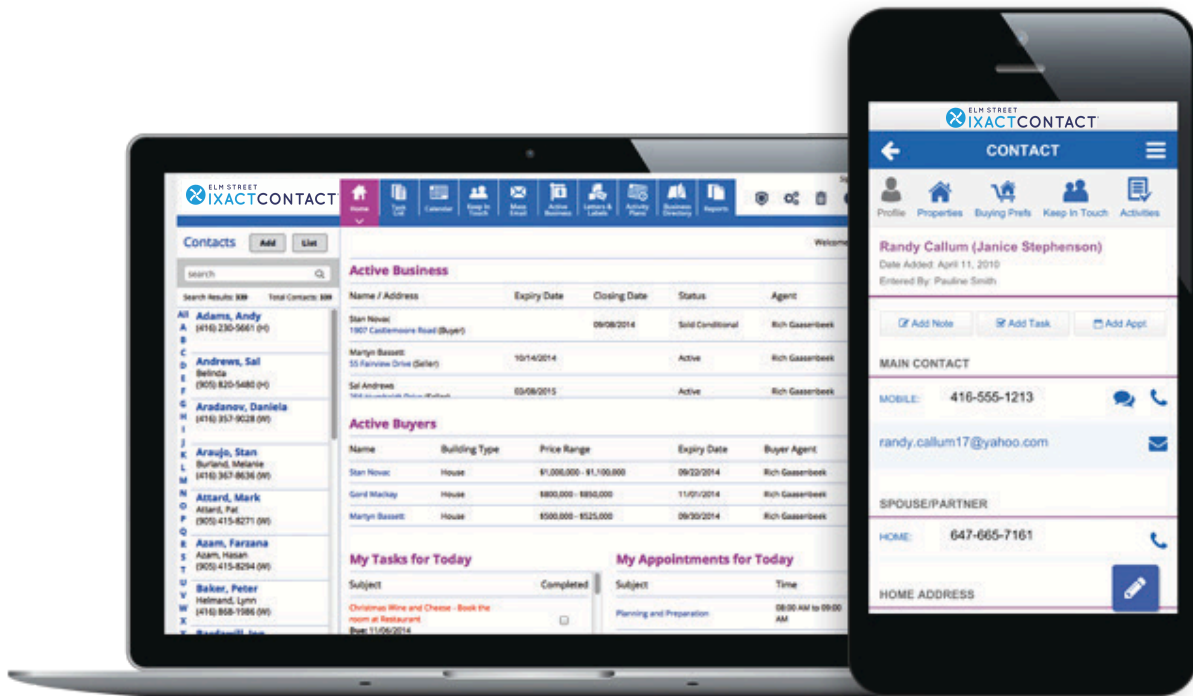
The more you can refer quality service providers to your clients, the more they will see you as adding real value to the relationship. They win by finding reputable services, and you win by strengthening your relationship!



At the same time, the product and service providers will definitely appreciate the business you refer to them, and will likely refer business back to you. Not only that, they'll think of you the next time they themselves need a Realtor!

Finally, remember that sometimes you have to ask for what you want. While you know that referrals are critically important to your real estate business, your clients don't necessarily understand the value of these referrals. Failing to ask for referrals is one of the most obvious mistakes Realtors make, and they lose out on a lot of business for this reason. The obvious time to ask for referrals is when you complete a transaction with a client, so certainly include that in your conversation. But as you build a relationship with your client through regular email marketing and Keep in Touch phone calls, you can naturally ask if they know of anyone who is thinking of moving. Remember to let your past clients know how much you appreciate their referrals. And when they do refer you, send them a thoughtful thank you gift. It's these extra touches that will inspire people to send you real estate referrals again and again!

How IXACT Contact Can Help



Sending a Monthly e-Newsletter or direct mail newsletter to your contact list is a strong way to offer value, and ensure your prospects and past clients remember who you are. IXACT Contact is the only real estate CRM that comes with a Monthly e-Newsletter written and designed by real estate marketing professionals, helping you make the professional impression you want to each month. Best of all, your e-Newsletter can be emailed to your contacts automatically each month, without you lifting a finger!

To further assist Realtors with keeping in touch, IXACT Contact also includes pre-configured call reminders. With a single click, you can create an automated reminder to call a chosen contact bi-weekly, monthly, quarterly, or annually. With call reminders in place, you'll know exactly when it's time to connect with a lead or past client, preventing you from losing touch. In addition to your Keep in Touch Call Reminders, IXACT Contact will even remind you when your past client's birthday or move-in anniversary is approaching, so you can send a note, a gift, or give them a call.

This personal touch is another special way to build a meaningful relationship with your client after the transaction. Best of all, you can receive reminders automatically. No more forgetting important dates! IXACT Contact's Business Directory helps you market yourself as the expert on home- related services. You can easily search and filter your Business Directory and pull up the name of a reputable professional for a client in a matter of seconds. Your clients will appreciate you sending them to quality vendors, and the vendors will certainly appreciate

you sending them business! Inform those in your Business Directory that you will be sending them referral business, and let them know you'd welcome any real estate referrals that they can send your way! (And by the way, who do you think the vendors in your Business Directory will call when they want to buy or sell a house?) Finally, when it is time to call and reconnect with a past client, refer back to their contact profile in IXACT Contact to refresh your memory. Detailed notes in your database will make it easy to strike up a conversation since a CRM can store details that your brain simply cannot!





Conclusion

Following the 5 key steps, it's time to start turning your real estate leads into lifetime clients who you'll work with again and again.

Discover the lead generation tactics that work best for you and become good at them. These should include a combination of prospecting and inbound marketing. Don't let your newly generated leads fall through the cracks. Get in touch with them quickly, and start nurturing them with nurture email campaigns. Also take advantage of email campaign reporting to find the hot leads hiding in your database. Make sure you have a professional, mobile friendly Realtor website that can capture leads, send immediate email alerts and automatically update them to your CRM.

Use targeted email campaigns to nurture your leads until they're ready to make a move. This way, you'll be the agent they call when they're finally ready to list or purchase a home. Execute each transaction with professional excellence. Be relentless about meeting deadlines, clear in communications, and knowledgeable about executing the transaction. Use the Active Business area of your CRM to stay organized and in control every step of the way. Finally, keep in touch with your past real estate clients on a regular basis. Make regular Keep in Touch calls, invite them to community events, wish them happy birthday, and send them Monthly e-Newsletters. Being memorable is important for securing more referral and repeat business. Take your business to the level you've always dreamed of by following these 5 key steps. When you become a master at turning leads into lifetime clients, you'll create more business, more easily, than you ever imagined possible. You'll earn more referrals, close more deals, and see your income soar!

Start your **14 Day FREE trial** now and experience the difference IXACT Contact makes in turning your leads into loyal lifetime clients.

START YOUR 14 DAY TRIAL NOW

1.866.665.0018 info@ixactcontact.com www.ixactcontact.com