



LEAD CLOSED

Less than 1% of Online Leads Close – There is a Better Way

When you go back to the grassroots of real estate and focus on building your relationships, that's where the true results lie.



IXACTContact

an Elm Street Technology Company

Table of Contents

In 2020 real estate agents received 200 million online leads, of which less than 1% closed. Why?

Because, for the vast majority of agents, paying for online leads as a way to close more real estate deals isn't an effective way of doing business. Home buyers and sellers want to get to know you, they want to get a feel for how you work, and they want to

find someone they can trust as they navigate one of the most important decisions in their life.

Giving clients what they're looking for begins and ends with building genuine relationships. When you do this, you get repeat business and referrals. And when you have those, you also have more sales, fewer marketing costs and a flourishing career.

Never end the line of communication..... 1-2

- Once a contact, always a contact
- The right tool to help you keep in touch
- Create rich contact profiles
- Email campaigns and monthly newsletters

Unlock your potential through relationship building 3

- Acknowledging the facts
- There's a better way
- Keep track in all the right ways

CRM makes you an instant expert in your business4

- Keep track of your tasks
- Better manage your listings and closings
- Upload transaction docs

We were built for this 5

- Back to the basics
- The features to get you there
- Use IXACT Contact anywhere, anytime

Put the final pieces into place 6-7

- SEO-friendly, agent-branded website
- Get blogging to get noticed
- Social media marketing

Read between the lines 8-9

- It's about people
- Treat your clients well
- The better you are at your job, the better you can serve your clients

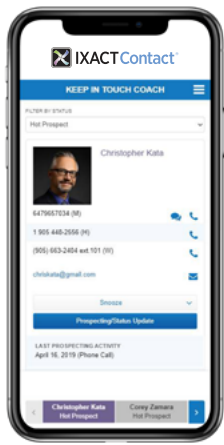
Never end the line of communication

Once a contact, always a contact

The moment you connect with a new lead, it becomes part of your database. Your communication and relationship-building with that person should never stop. Hot, cold or somewhere in between, stay in touch via phone, text message, email and social media. And don't forget the power of hand-written notes and in-person get-togethers (within COVID guidelines, of course), be it a casual pop-by, or something more social such as coffee, lunch or a round of golf.

The same applies post-transaction. Too many real estate agents make the mistake of allowing their communications with past clients to slide simply because they've already moved on to the next deal. This is one of the most costly mistakes you can make. If you can [find valuable ways](#) to keep in touch over the long term, you put yourself in a much better position to receive repeat and referral business.





The right tool to help you keep in touch

Keeping in touch with hundreds of contacts manually simply **isn't realistic**. It's too much information for one brain to house, and there just aren't enough hours in a day.

You need an effective tool supporting you, and that tool is a Customer Relationship Management system, or CRM. A real estate CRM stores each contact's details, gives you multiple ways to reach out and directs you on the right ways to communicate, with the right people, at the right time.



Create rich contact profiles

You may start with a name, phone number and email address, but over time your CRM will help you learn more about the people in your database so that 'contacts' evolve into people you have genuine relationships with. With a good real estate CRM, you can build rich personal profiles that include special dates, family and work information, property and mortgage details, referral history and a complete backlog of correspondence including emails and texts.

With this information at your fingertips, you have numerous touch points to make every communication meaningful.

Email campaigns and monthly newsletters

One of the best ways to communicate with your Sphere is through email, and there are a number of ways to do that.

- ✓ Automated drip email campaigns designed to nurture every lead from capture to close
- ✓ Video emails to stand out, stay current and get higher open rates
- ✓ Automated birthday and move-in anniversary e-cards to show you care
- ✓ Done-for-you, agent-branded monthly e-newsletters to provide relevant content

The right email marketing efforts demonstrate your interest and commitment to foster excellent relationships with your contacts. By keeping in touch in all the right ways, you build trust and credibility...one email at a time.

Unlock your potential through relationship building

Acknowledging the facts

91% of home sales use a REALTOR.

39% of those come from referrals.

24% come from repeat transactions.

14% come from yard signs, builders & FSBOs.

14% come from all forms of lead generation.

For years agents have been led to believe that they should focus their time and effort generating online leads, and yet studies show this is not where the bulk of the sales happen. And the average customer acquisition cost (CAC) from online leads is a whopping \$2,220!



There's a better way

On average, a real estate CRM costs \$400-500 per year.

A CRM is designed to keep your database of contacts organized, help you store and categorize important information about the people you know, provide you with automated marketing, and empower you to build relationships. The money you invest in a CRM directly influences the growth of your repeat and referral business.

According to the stats, this is exactly what you need to succeed.

Keep track in all the right ways

Without a CRM, it's impossible to effectively retain your contacts and convert leads into sales.

With a CRM, you have a well-organized database to monitor, manage and keep in touch with. This leads to relationship building, which leads to repeat business and referrals...which leads to a more successful real estate business.

CRM makes you an instant expert in your business



Keep track of your tasks

When you're disorganized and lacking a solid system, you aren't productive. A real estate CRM consolidates your contacts, calendar, to-do lists, documents, and marketing into a single resource you can access from any device and any location. With this integral tool at your fingertips, you can efficiently manage your day-to-day responsibilities and be a better agent to your clients.



Better manage your listings and closings

CRM isn't all about managing your contacts. It also gives you the ability to easily keep track of all the details, dates and milestones related to your active business. This includes active buyers, listings and closings. And with your CRM's pre-built listing and closing activity plans, you've got a virtual assistant working around the clock to keep you on top of your daily tasks and appointments.



Upload transaction docs

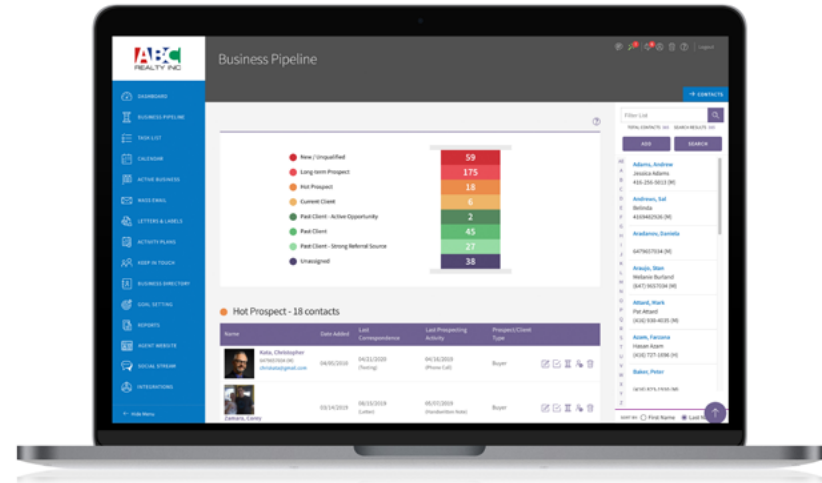
Did you know that your CRM can also act as a document management tool? As new documents are sent, signed and put into each of your client files, upload them right to your CRM so you have everything in one place. The end result is a well-managed business that lets you handle more than you ever thought possible in a professional, stress-free way.

We were built for this

Back to the basics

IXACT Contact is a CRM designed exclusively for real estate. We've always believed that relationship building is at the core of every successful agent's business – and new statistics are proving that to be truer than ever.

Now is the perfect time to support and empower your business with a CRM that gives you everything you need to create a foundation that fuels repeats and referrals.



The features to get you there

Here's what you need to be part of the 39% of sales that come from referral business and the 24% of sales that come from repeat business (not the less than 1% of online leads that actually close):

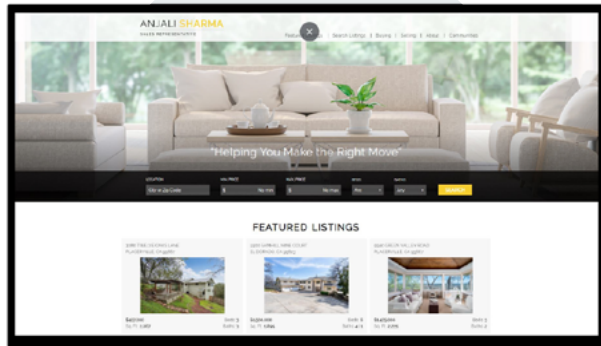
- ✓ Total contact database organization and management
- ✓ Rich contact profiles and consistent, meaningful communications
- ✓ Automated keep-in-touch initiatives to build and maintain relationships
- ✓ The ability to see your pipeline so you know exactly where you stand
- ✓ Text marketing to increase engagement
- ✓ Expert management of listings, buyers and long to-do lists

Use IXACT Contact anywhere, anytime

Our tool is with you wherever you go and there for you whenever you need it. Right from your smartphone, on your tablet or waiting for you at home on your desktop, access all our features without limitation.



Putting the final pieces into place



SEO-friendly, agent-branded website

Identify what makes you unique and valuable, and develop your brand around it. From colour-schemes, to logos, to the voice you use to communicate with your target audience, figure out your personal brand.

IXACT Contact offers numerous website designs to choose from with professionally written content you can customize to suit your brand. Beautiful, fully responsive and IDX compatible, we help you stand out online in all the right ways.

Blog Post



Get blogging to get noticed

When your well-thought-out blog posts answer the exact questions potential clients are typing into the search engines, you attract visitors to your site. Great blog posts not only get you the click, but also keep people on the page for longer, which translates into more interest in what you have to offer.

Every month, IXACT Contact sends original content your way to post live on your site. Topics are strategically curated and copy is professionally written so you can quickly grow your reputation as a credible real estate resource.



Social media marketing

Give yourself every possible chance to build relationships with potential customers and existing clients by broadening your outreach into social media and regular posting to stay top of mind. But that's too time consuming, right?

That's why IXACT Contact created its Social Stream service to provide automated content posting *with* automated lead capture. This gives you the ability to post industry-leading real estate and lifestyle content on a preset schedule that gets more views, more likes, more shares and more comments – and **most importantly, more leads** that are instantly added to your database.

With IXACT Contact's real estate website builder, it's a breeze to pull your social media feeds right into your agent website to instantly connect visitors, encourage sharing and expand your online presence.



Read between the lines

It's about people

Real estate is a service – and an important one. When you're providing a service, the most important part of the job is [caring for your clients.](#)

We've become so preoccupied with generating leads from online strangers that we've forgotten that the best leads are those who are already in our database or Sphere. These are people that we already have some form of a relationship with – they already know, like and trust us. When we focus on these people, we generate ten times the business with one tenth the effort.

Chasing online leads is a mug's game. It costs a lot of money, drains your time and energy, and delivers paltry results. It's time to get off the lead gen treadmill, and get back to building a business that's growing, earning profits and enjoyable to be a part of.



Treat your clients well

At the end of the day, we're *people* providing a service to other *people*. And people want to feel like they're taken care of.

Good relationships lead to...
repeat business.

Good relationships lead to...
referrals to new business.

The better you are at your job, the better you can serve your clients

When you're on top of your work, well-organized, automated in all the right places and equipped with the right tools, you're a smart professional capable of giving your clients the kind of attention and superior service they deserve. It also just so happens to be exactly what makes them come back and tell all their friends about you.

And that's what puts your business in the percentages that make you truly successful.

IXACT Contact helps you become the real estate professional that clients never forget and prospects choose to work with.

Try it out for free.

Start your 60-Day **FREE Trial Today**



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