

CINC Accelerated Training Series

Part II: Increasing Conversion on the CINC Platform



The #1 Real Estate Tech Solution
Powering Elite Teams

We'll Talk About:

- 3 Steps to Success
- Best Practices for Lead Response Management
- Using the Prospecting & Follow-Up (P & F) Filters
- Creating Additional Saved Filters

Let's Talk ROI

Market Snapshot Roswell, GA

- Avg. CPL
 - Buyer \$9
 - Seller \$11
- Avg. Home Price
 - \$411K
- Avg. Commission Rate
 - 3% → \$12K

For every 100 leads (\$1K avg. value for Roswell, GA)

Expected conversion rate: 2-5%

- 2 leads ~ \$24K
- 3 leads ~ \$36K
- 4 leads ~ \$48K
- 5 leads ~ \$60K

3 Steps to Success

1 - Call your leads.

- on the best days.
- At the best time.
- As soon as they are register/log on to your site.
- TEXT and EMAILS are always secondary and supplemental to calling.

2 - Document your findings.

- Update Pipeline Stage
- Add a note.
- Add a reminder (when you moved them to Contacted pipeline stage).
- Update their Saved Search criteria, if needed (however strongly recommended!!).

3 - Repeat!

What We Know About Real Estate Internet Leads

6-14

months on average it takes to convert an internet lead.

99%

of internet leads are just looking

40%

of leads need more than 14 days of prospecting to connect with them.

Up to **31%**

of internet leads are going to give you some type of bad information (bad phone number/email)

What are the two best days
of the week to get in contact
with your leads?

1



BEST DAYS TO MAKE CALLS

CONTACTS MADE FROM FIRST DIALS



BEST DAYS TO MAKE CONTACT



i According to similar graphs, Wednesdays and Thursdays are the best days to qualify* leads.
* QUALIFICATION - the stage in the lead nurturing process where the lead is willing to enter the sales process.

TUESDAY vs. THURSDAY



What are the two best times
of the day to get in contact
with your leads?

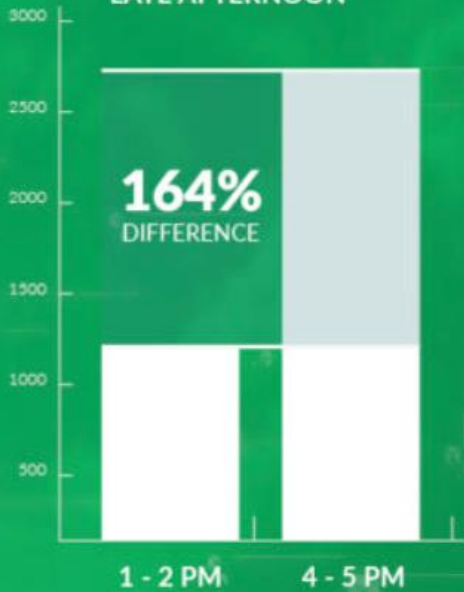
2



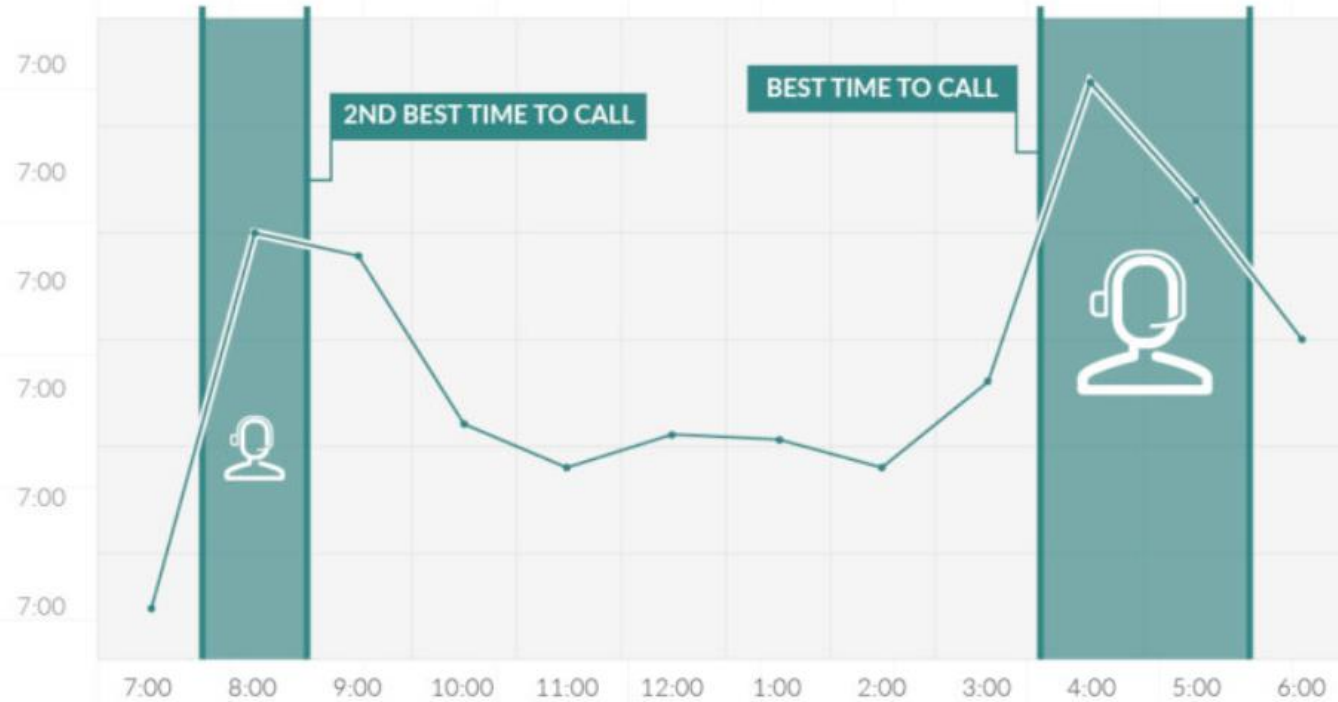
BEST TIMES TO MAKE CONTACT

QUALIFYING RATES

EARLY AFTERNOON vs. LATE AFTERNOON



CONTACTS MADE FROM FIRST DIALS



i According to similar graphs, between 4pm and 5pm is the best time to qualify leads.

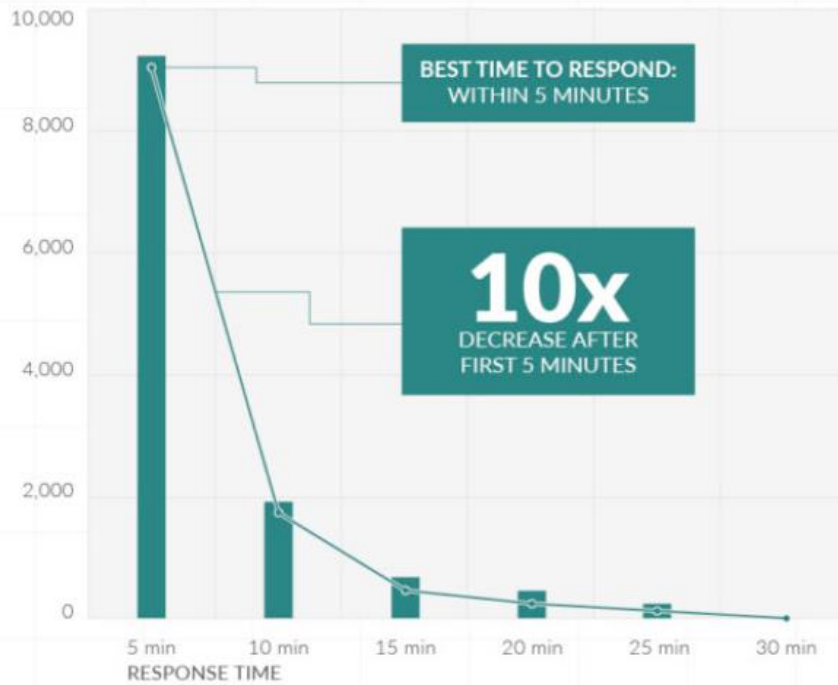
How soon should you get in
contact with a new lead?

3



RESPONSE TIME

CONTACTS MADE FROM FIRST DIALS



According to similar graphs, contact and qualification rates also drop dramatically over a span of hours.

GET 'EM WHILE THEY'RE HOT!

RESPONSE TIME:

The moment an interested lead completes a web form until a sales representative contacts them.



10 MINUTES vs. 5 MINUTES



How many call attempts
could it take to get a lead on
the phone?

4



PERSISTENCE

CHANCE OF MAKING CONTACT



AVERAGE CALL ATTEMPTS BY REPS



i

Over 30% of leads are never contacted at all. By just making a few more call attempts, reps will experience 70% more contacts!

Takeaway: TIME BLOCK YOUR PROSPECTING HOURS!

- CALL leads within 5 minutes of them registering on site! (during business hours).
- CALL Everyday! Most importantly, Thursdays, Sundays, and Wednesdays.
- 4-5pm and, alternatively, 8-9am Monday-Friday
- Anytime between 4-7pm on Sundays (for your weekend leads)
- Carve out an hour after dinner to reply back to leads that reply in the late evening (text/ email).
- Call them often until you get them on the phone.

So Let's Start Prospecting!

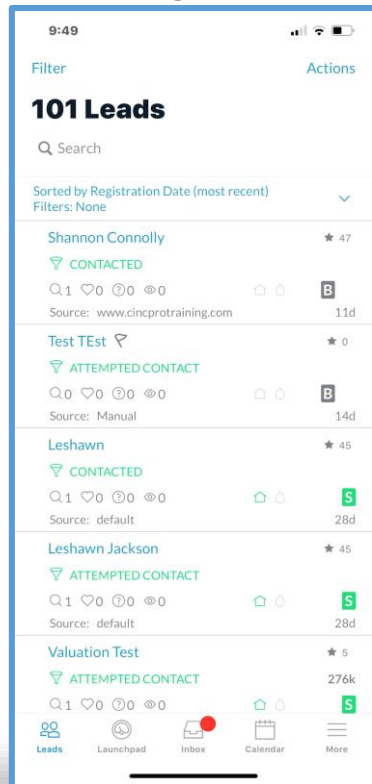
But how...?

Use P and F Filters!

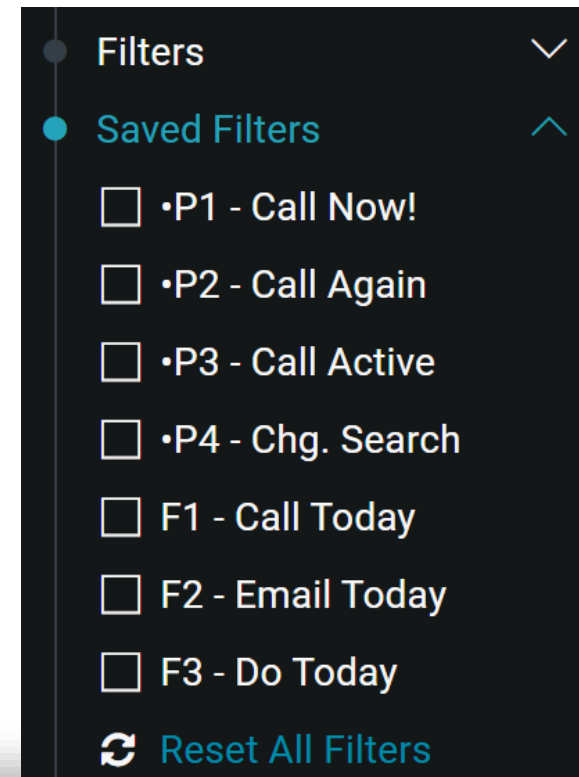
At 8-9am and 4-5pm.

Where to Find P & F Filters?

CINC Agent App



Leads Dashboard (Desktop)



REMEMBER

The system automatically places leads in each filter based off the filter's criteria.

What does the P stand for?

Prospecting or Priority. Pick your poison.

Prospecting Filters

	P1 – Call Now	P2 – Call Again	P3 – Call Active	P4 – Change Search
Pipeline Stage	New Lead	Attempted Contact	Attempted Contact	Attempted Contact
Days Registered on Site		0-14 Days	14 + Days	4-7 Days
Last Logged In			0-30 Days	
What to do?	Call ASAP (during business hours)	Call 2x a Day	Call High Priority Leads (sort Last Login column)	Modify their Saved Search criteria based off lead's response or consistencies seen in views.

When a lead doesn't pick up...

- Don't leave a voicemail
 - No trend shows that leads respond/call back after a voicemail was left.
 - Voicemails left to lead is not a metric to lead conversion. Dials are.
 - Wastes time in your prospecting hour.
 - Solution: Do a double dial to lead.
- Follow up with a text/e-mail
 - Speed to lead is key.

Now to the F filters!

What does the F stand for?

Follow-Up!

Important Rule: Set Reminders for leads in the Contacted stage.

(Regardless if the conversation is good, bad, or indifferent)

TIP: Set Reminders using the Rule of 7

Timeframe to Buy/Sell:	Set a reminder every:
0-3 months	0-7 days
3-6 months	7-14 days
6-12 months	14-21 days
12+ months	21-28 days

NO reminder should be set over 28 days.

Follow Up Filters

	F1 – Call Today	F2 – Email Today	F3 – Do Today
Reminders Due Today or Overdue	Call	Email	Other
What to do?	Follow Up with leads in each filter, then mark reminder as complete in leads detail record.		

What You Need to Do Now?

- Start Time Blocking your prospecting hour understanding that it is as important as any appointment.
- Use your P and F filters during the prospecting hour.