

# The Market2Buyers Florida Realtors Internet Survey

(mailed to 80,000 realtors in August 2007; 600 respondents)

## Do you have a website?

Yes, more than one	46.10%
Yes one	39.15%
No	14.75%

## Do you do business with leads generated on the Internet?

Yes	72.03%
No	23.73%
Not Sure	4.24%

## Are you purchasing Internet Leads?

Yes	17.80%
No	82.20%

## How many Internet leads do you receive in a month?

less than 10	69.39%
11-20	17.74%
20-50	7.13%
51-100	2.96%
more than 100	2.78%

## What percentage of these leads turn into sales?

1%	54.76%
2%	17.06%
3% to 5%	15.87%
more than 5%	12.30%

## Do you use a CRM system?

Yes	11.52%
No	39.97%
Not Sure	48.52%

## Do you use a drip email system?

Yes	28.74%
No	51.46%
Not Sure	19.79%

### Do you use an automatic listing alert system for your prospects?

Yes	58.55%
No, I process manually.	25.22%
No, I do not send out automatic listing alerts.	16.23%

### Do you send Internet leads regular updates of new and relevant MLS listings by email?

Yes	76.16%
No	23.84%

### If yes, how often?

Daily	36.38%
Every few days	24.19%
Weekly	22.15%
Monthly	8.33%
Never	8.94%

### Are you satisfied with how you process and incubate Internet leads?☑

Happy	8.75%
Satisfied	26.07%
Improvement Needed	65.18%

### What price range is your typical customer looking at?☑

less than \$200,000	15.24%
\$200,000 to \$300,000	35.96%
\$300,000 to \$400,000	18.32%
\$400,000 to \$600,000	16.10%
\$600,000 to \$800,000	6.34%
\$800,000 to \$1 million	2.57%
above \$1 million	5.48%

Find out how you can better *incubate* your  
Internet leads

<http://markettobuyers.net>

## Market2Buyers On-Line Realtor Survey Followup

15. What is the advice you would give to others about how to nurture or incubate Internet leads?

- 1 use drip email and do consistent follow up
- 2 Following up is key.  
A good website is key with lots of helpful information, put yourself in the buyers or sellers shoes. Being found on the top search engines is also very important. Also multimedia is the hot thing right now, several  
3 newspapers now offer inexpensive online video ads with links back to your website. Advertising and Search is key! Best of luck!  
4 Remember that they want to remain 'annonymous' at first. Don't pressure them. If they ask you to contact them then do so but otherwise just provide them with info until the time is right.
- 5 Give them as many photos of the property as you can.
- 6 Continual and close contact
- 8 You need lots of patience and extensive knowledge of the local market  
Follow up consistently. Must get voice to voice or face to face. You also asked how often I contact them, but  
9 depends if they are ready to buy. I may then be talking to them daily. We also write personal notes and do a snail mailer. I am in the Brian Buffini coaching program
- 10 FOLLOW UP CONSISTENTLY! LET THEM KNOW YOU ARE THERE TO HELP THEM!!!
- 11 Good web-site, Instant access and positioning on Internet Ads (such as Clicksmart).  
I set everyone up on a campaign so that they will hear from me a minimum of once a month via email. never  
assume anything about a lead, even if the phone number is not there or the name seems erroneous. I have been  
12 surprised with many internet consumers who come out of the woodwork when ready. Also, set everyone up with an mls auto prospecting account and send them what you think they are interested in. If you dont know what that is, send them some of your favorite pics to show them how great our market is.  
Don't let go. Keep finding an article, news event, info. piece to email them that relates to their search. Also  
13 update listings to them until you know that the chase is over!! Then I email something or just a "hello" less often..perhaps once a month just to see if the contact was valid.
- 14 Keep contacting them  
Give them their space, have all the information they need on your website- mortgage, title, search for homes,  
monthly email newsletter, touch base via phone periodically to see if they want me to set up a search that will  
15 email them new listings as they come on the market. Mail them information on the area they are search in- it creates the foundation to build the relationship that leads to a sale when they are ready.
- 16 Pay attention. Answer questions. Be honest. Know your market.
- 18 persistence
- 19 Make your Internet communication personal. Follow up within an hour of receiving the lead. Make your offers to help in a casual, non-threatening way. Don't pressure.
- 20 Provide free information without pressure. Respond quickly and personally, not generically
- 21 Patience and creativity, don't just call to say hello. Have a purpose or reason to contact your client. Provide something that will help spur interest or educate your client.  
Communication is key. Buyers always say they want one thing and end up buying something else. Don't get  
22 tunnel vision. Suggest looking at condos when buyer indicates single family homes and vice-versa. Give buyers tons of information. Buyers want to feel that they are making an educated decision. Information and knowledge are key factors to a successful purchase.
- 23 Ask questions and try to get as much information and a phone number. With our product, if I can get them to the sales site for a tour, most likely they buy.
- 24 Treat every lead as your next best friend and stay in touch.