

**How to increase your lead conversion
by up to 400%
and then leverage
your productivity with an
inside sales agent or lead coordinator**

About Don Wenner

- I own DLP Realty, in Bethlehem PA
- Ranked in the Top 100 Real Estate Agents in North America by the Wall Street Journal / Real Trends
- #1 Listing team in the Country: 60-90 homes listed per MONTH. NO REO
- 507 Homes Sold in the past 12 months
- \$3,456,522 in GCI in the past 12 months
- Sales Growth over 6 years in the business: 67, 120, 202, 254, 337, 507

About Positioning4Profits

- **Real Estate Lead Generation, Consulting & Technology**
- **Our focus: Positioning you to make more Profits**
- **Partner is Curtis Johnson – 1 of the Top 50 Agents in North America by the Wall Street Journal. Runs a Real Estate Business. Averaging 300+ homes sales per year**

Not Theory
REAL RESULTS TODAY

**Positioning 4
PROFITS**

Positioning4Profits.com

Putting you in Position to earn more profits



Key Components of Lead Conversion

Speed

Script

System

Positioning 4
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Putting your Position to earn more profits

Web Lead Conversion

Average Agent 1%

Target: 4%

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Speed

**Goal: Contact within 5
minutes or less**

Why?

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Response Time

**Contact Rate Decreases 100X from 5 minutes to
30 minutes**

**Odds of qualifying lead decreases 21 times after
just 30 minutes**

**78% of web leads do business with the 1st
company to connect them**

Only 3% of voicemails are returned

My Test of Real Estate Agent Response Time

I tested 20 real estate agents/teams
By submitting my information on their
website in the middle of the day on a
weekday

I received a total of 12 phone calls
The fastest response was 22 minutes

The last first call was 3 days later

The average was 6 hours
8 never even contacted me

When to Call

Lots of studies on this:

Wednesday & Thursday is the best day

Tuesday is the worst day

4-6 is the best time of the day

1-2 is the worst time

Immediate response is significantly more important than time or day

Conversion Per Attempt

1 attempt: 37%

2 attempts 61%

3 attempts 73%

4 attempts 82%

5 attempts 85%

6 attempts 90%

7th-10th attempt 91-93%

11th attempt 95%

Script

Initial Call

V-mail

Follow up

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WISGAT Script


Log Call WISGAT Web Lead ▼

Hi is this Carole?

This is Don with DLP Realty. I see you're searching for homes in my area and I was hoping to catch you while you were still on our site to point out a few unique features my clients REALLY find beneficial.

Would it be OK if I told you a little more about those?

I see you were mostly looking at Properties in East Stroudsburg that are 3 bedrooms 3 bathrooms ... 2010 square feet and about \$124800

MLS No.	Address	♥	Last Viewed	Price	Beds	Baths	SqFT	Year Built	Remarks
 MLS No: 444085	38 Sky View Road East Stroudsburg, PA 18302		Feb 20, 2013 (2 days)	\$124,800	3	3	2,010	1989	Completely Remodeled, Modern Townhome. Two Minutes from Shawnee Ski Area and 6 Minutes from New Jersey, East Stroudsburg University and Pocono Medical....

Date	Agent	Alert Subject
Feb 21, 2013 10:11:45 AM		We are still looking for homes for you - info inside

The great thing about our site is that we share what others just won't. For example we exclusively share where the home compares to others nearby in 12 critical areas, multiple pricing models, trends as well as supply demand indicators.

Now are you looking for a place for yourself or is this an investment property?

Tell me a little bit more about your situation?

Again my name is Don, can I get yours?

Do you currently rent, or do you own your own home?

System

What do you want in a system?

- Ability to capture leads & get information to you quickly
- Ability to have as much insight into prospects wants/needs as possible

Dashboard View

Version: 2.14.01

Welcome
[Don](#)

[Sign out](#)

T	0 Call 15 days	0 Spoke With 95 days	1 E-mail	0 Note 15 days	0 Buyer Appt Set 15 days	0 Buyer Presentation 103 days	0 Buyer Signed 103 days	0 Toured Homes 103 days	0 Listing Set 155 days	0 Listing Presentation 58 days	0 Listing Signed 108 days	0 Price Reposition Never	
W													
M	+ Additional Calls / Activities	0 General Contact 128 days	0 Past Client Contact Never	0 Sphere Contact Never	0 Misc Contact Never								
Y													

0 Opened Negotiations 103 days	0 Accepted Contract 103 days	0 Closed Escrow 10 days
--------------------------------------	------------------------------------	-------------------------------

- Dashboard
- What's Hot / Email
- Agents
- Admin Panel
- Blog
- Craigslist
- Help
- History
- Stats

Every Lead | Unsure | Buyer | Investor | Seller | Both | My Pipeline | **ToDo** | **Active** | **Inactive** | - Choose Agent - | Search: By Name | Search

Showing 0 - 100 of 7630 | [Add Lead](#) | **Show Unassigned** | **Export to Excel** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Next >

Name/City, Zip	Phone / Email / Type	Realtor	Follow Up / Time / Intent	Buyer Progression	Seller Progression	Last Attempt / # of Attempts	Last Logged in My Last Contact	Call / Email Activity / Note	Median Viewed	Age	Star	Info
Kevin Maere Tobyhanna, Pennsylvania 18466	570-228-2068 gamsweetgam@aol.com Both	Jim Samois	Not Set	New - not touched 23 Categories selected No Lender Contact Yet	New - not touched 26 Categories selected No Lender Contact Yet	0 attempts	never	C E A N To Do	Price: \$239,900 SqFT: 4020 Beds: 4 Baths: 2 Cities: East Stroudsburg	1 minute	0	0
Taryn	xxx-xxx-xxxx tarynfehnel@yahoo.com Unsure	Jim Samois	Not Set	New - not touched No Lender Contact Yet	New - not touched No Lender Contact Yet	0 attempts	never	C E A N To Do	Price: \$0 SqFT: Beds: 3 Baths: 2 Cities: 516 Greenview Dr NORTHAMPTON, PA 18067	10 minutes	0	0

Lead Detail Page

Back TO List

Buyer

Lead Record

Home Search

Homes They Saw

Listing Alerts History

Action Plan

Closing

Speed

Assigned: Immediately
First Call: 8 Minutes
First Email: 9 Minutes

Add/Remove to My Next 10 Escrows

Yes No [Update](#)

Name [Login as Lead](#)

Carole Metzger

Buyer Progression [Update](#)

Phone attempt

Seller Progression [Update](#)

New - not touched

Email Addresses [add](#)

carole_metzger@yahoo.com

Phone Numbers [add](#)

[973-440-6603](tel:973-440-6603)

About lead [Update](#)

Full Name
Carole Metzger

Call
LOG HERE

Email
LOG HERE

Activity
LOG HERE

Note
LOG HERE

To Do
LOG HERE

Mindi Coons NMLS# 145107
Email: mindi@dominionrates.com
Company: Dominion Mortgage,
Office Phone: 610-614-1903, Cell Phone: 484-515-6326

05:35 PM February 20th 2013

From: mindi@dominionrates.com
 To: Carole Metzger <carole_metzger@yahoo.com>
 ✉
Logged By: Mindi Coons NMLS# 145107

+ Expand

02:19 PM February 20th 2013

From: lisa@searchthelehighvalley.com
 To: Carole Metzger <carole_metzger@yahoo.com>
 ✉
Logged By: Lisa Wenner

Welcome from Lisa with DLP Realty
Hi Carole,
Thank you for visiting my site and taking advantage of the best website to search for homes. You may use my direct link below for quick access to the site. You are able to see all the

+ Expand

02:18 PM February 20th 2013

To Do Activity Result: Set Buyer Appointment
 Logged By: Lisa Wenner

call again

+ Expand

02:18 PM February 20th 2013

Call Activity Result: Call Attempt (No Message)
 Logged By: Lisa Wenner

WISGAT - Soft - Web Lead

fax line , will try again

Hi is this Carole?
This is Lisa with DLP Realty. I see you were on my site searching for homes in my area and I want to see how I can

+ Expand

System


-Ability to track Speed

The screenshot displays a user interface with a yellow header bar. On the left, there is a link labeled "Back TO List" with a left-pointing green arrow. In the center, a prominent orange button with a white border and a slight shadow contains the word "Buyer". To the right of the button is a right-pointing green arrow. Below the header, a section titled "Speed" in a yellow bar contains the following performance metrics:

- Assigned:** Immediately
- First Call:** 8 Minutes
- First Email:** 9 Minutes







System

-Ability to utilize scripts

Lead Record		Home Search		Homes They Saw		Listing Alerts History		Action Plan		Closing	
Call LOG HERE		Email LOG HERE		Activity LOG HERE		Note LOG HERE		To Do LOG HERE		 Mindi Coons NMLS# 145107 Email: mindi@dominionrates.com Company: Dominion Mortgage, Office Phone: 610-614-1903, Cell Phone: 484-515-6326	
Log Call											
No thanks, I'll wing it...											
STEP1											
WISGAT Web Lead											
Update B Seller Guaranteed Sale - Returning Call On Branded Ad											
test Script											
Guaranteed Sale/Branded											
NOTE: Upd											
NOI Log T											
We Buy Houses Script											
Buyer Follow Up - Found Your Dream Home											
Lender - Initial Call											
STEP2											
test											
Log call: WISGAT - Soft - Web Lead											
VM - Changes with one of the homes you were looking at											
Follow-up VM - 2 hot properties about to hit the market											
VM - Looks like I have the deal you were looking for											
Best Follow VM - I have a new home in that area that isn't on the market											
Follow Up Intent:		Set Buyer Appt									
<input type="checkbox"/> Notify Agent		Lisa Wenner									
<input type="checkbox"/> Notify Lender		Mindi Coons NMLS# 1									
Path: p											
Send/Save OR Cancel											

System

-Automated follow up / drips / engagement

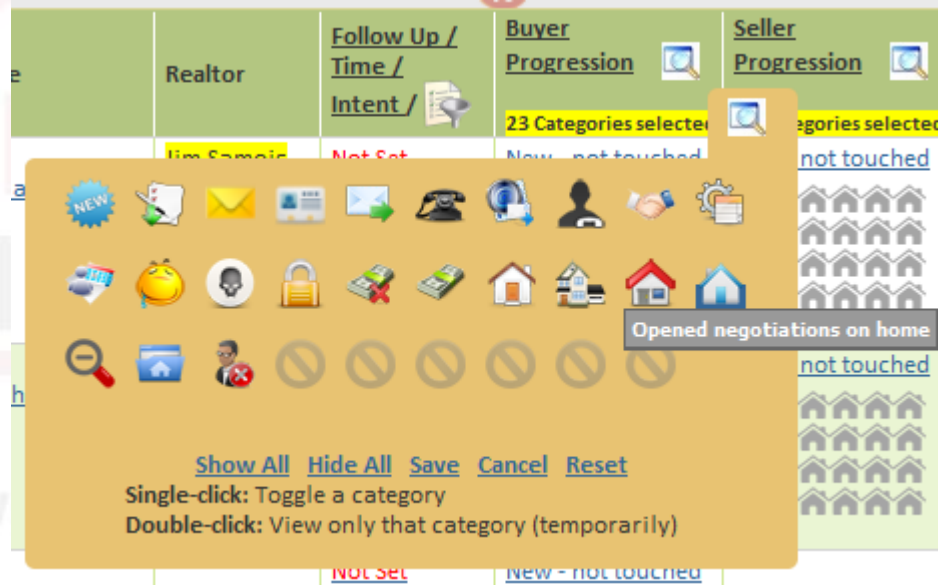
Add New						<< Back
Status	Plan Name	Type	Owner	Last Modified	Action	
<input checked="" type="checkbox"/>	Buyers Only Email	-	Winston Burbage	November 20,2012 05:32 PM	 	
<input checked="" type="checkbox"/>	Sellers	-	Winston Burbage	December 10,2012 10:46 AM	 	
<input checked="" type="checkbox"/>	New Lead (no contact)	-	Winston Burbage	December 13,2012 04:07 PM	 	

-Ability to organize & manage prospects

-Insight to know what works and what does not work

System

-Ability to organize & manage prospects



-Insight to know what works and what does not work

System

-Insight to know what works and



Brandon Switzer

4 Current Escrows

7 Houses Sold

(Files Completely Closed By Admin)

\$28,915.89 Commissions Earned

\$4,130.84 Average Commission Per Closing

\$162,457.14 Average Sale Price

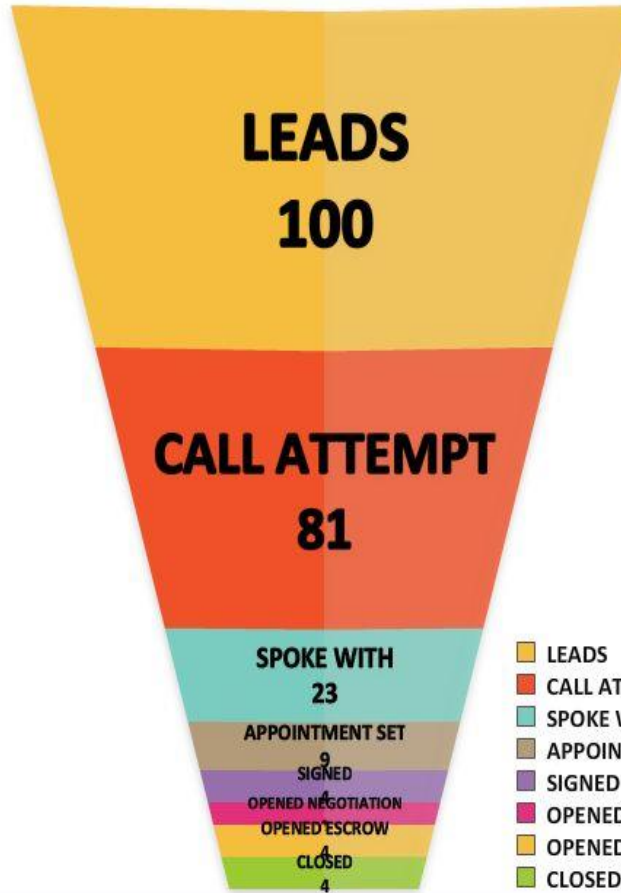
Leads Generated By Agent: 7

Leads Received From Team: 93

Leads Offered And Declined: 35

\$25.22 Per Call

\$65.30 Per Spoke With



- LEADS 100
- CALL ATTEMPT 81
- SPOKE WITH 23
- APPOINTMENT SET 9
- SIGNED 4
- OPENED NEGOTIATION 1
- OPENED ESCROW 4
- CLOSED 4

Total	My Average Day	
	7 Day Week	
1147 Call	443 Spoke With	19 Buyer Appt Set Every 5 Days
11 Buyer Presentation Every 8 Days	10 Buyer Signed Every 9 Days	26 Toured Homes Every 3 Days
8 Listing Set Every 11 Days	4 Listing Presentation Every 25 Days	1 Listing Signed Every 100 Days
0 Price Reposition	5 General Contact Every 17 Days	0 Past Client Contact
0 Sphere Contact	34 Misc Contact Every 3 Days	26 Opened Negotiations Every 3 Days
8 Accepted Contract Every 11 Days	8 Closed Escrow Every 11 Days	

Other Tools in Lead Conversion

Text

Email

Social Media

Mail

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Follow up Sequence for new Lead

1. Call Immediately & leave message if you do not reach
2. If you do not reach send text
3. Send email
4. Send Facebook Message
5. Call again 15 minutes later from a different number if possible & do not leave message
6. Call again 1 hour later and leave message
7. Call once per day for the next 6 days
8. Email every other day
9. Continue to call weekly

After contact if not yet converted:

- Buying/Selling in the next 30 days:
 - Follow up every 2/3 days
- Buying/Selling in 30-90 days:
 - Follow up weekly
- Buying/Selling in 90 days plus:
 - Follow up bi-weekly

**Results you can expect with speed,
strong scripts & an excellent system**

- **4% of online leads to go to closing within 12 months**
- **1 in every 25 leads will be a closed transaction**
- **My team had a 3.8% in 2012 up from 2.5% in 2011**

How to Increase Lead Response Time

#1 Effective Lead Rotations – Timed Rotation

Single Agent Round Robin Instant Leads Timed Rotation

Leads Distribution Settings

Select time this will be active (When not active leads not worked will stay in agents database until active time.): 24/7 Choose Active Time

Please select Active Time: [Select Time](#)

Distribution Rules:

If not accepted send to Round Robin in minutes, then to unassigned if not accepted.

If lead is not assigned please notify:

Notification Type: Text and Email Only Email

Save

How to Increase Lead Response Time

#1 Effective Lead Rotations – Single Agent

Single Agent Round Robin Instant Leads Timed Rotation

Leads Distribution Settings

Select Agent:

Select time this will be active (When not active leads not worked will stay in agents database until active time.): 24/7 Choose Active Time

Please select Active Time:

Day of Week:

Monday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="8:00 PM"/>
Tuesday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="8:00 PM"/>
Wednesday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="5:00 PM"/>
Thursday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="5:00 PM"/>
Friday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="5:00 PM"/>
Saturday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="5:00 AM"/>
Sunday	From: <input type="text" value="9:00 AM"/>	To: <input type="text" value="5:00 AM"/>

Distribution Rules:

If not accepted send to Round Robin in minutes, then to unassigned if not accepted.

4
RS
ire profits

How to Increase Lead Response Time

#1 Effective Lead Rotations – Round Robin

Single Agent Round Robin Instant Leads Timed Rotation

Leads Distribution Settings

Agent will be skipped if lead is below agent's price or a skip area.

Select time this will be active (When not active leads not worked will stay in agents database until active time.): 24/7 Choose Active Time

Please select Active Time:

Day of Week:

Monday	From:	9:00 AM	To:	8:00 PM
Tuesday	From:	9:00 AM	To:	8:00 PM
Wednesday	From:	9:00 AM	To:	5:00 PM
Thursday	From:	9:00 AM	To:	5:00 PM
Friday	From:	9:00 AM	To:	5:00 PM
Saturday	From:	9:00 AM	To:	5:00 AM
Sunday	From:	9:00 AM	To:	5:00 AM

Distribution Rules:

Send to next active agent in minutes.

If lead is not assigned please notify:

Notification Type: Text and Email Only Email

Save

How to Increase Lead Response Time

#1 Effective Lead Rotations – Instant Leads

Single Agent Round Robin Instant Leads Timed Rotation

Leads Distribution Settings

Agent will be skipped if lead is below agent's price or a skip area.

Lead will be offered to:

- Don Wenner
- Jim Samois
- Hans Gildein
- Pattie Hartman
- Chris Hoffman

Distribution Rules:

Send to next active agent in minutes.

If lead is not assigned please notify:

Notification Type: Text and Email Only Email

Save

#2 Inside Sales Agent

Have someone focused on
converting leads & nothing else

Increase response time

Better & More consistent scripting

Will focus on converting lead not

on fitting lead into his/her

schedule

My Inside Sales Department

Buyer Side Inside Sales Agent

Listing side Inside Sales Agent

M & T 8 to 5

W, Th & Fr 8 to 12 & 2 to

Alternate Saturday 10-3pm

During “Off” Hours we utilize

Timed Lead Rotation – “Money Phone”

w/ a 10 minute lead response maximum

Then we “blast lead” to all agents & first to

convert keeps the lead

Q & A

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