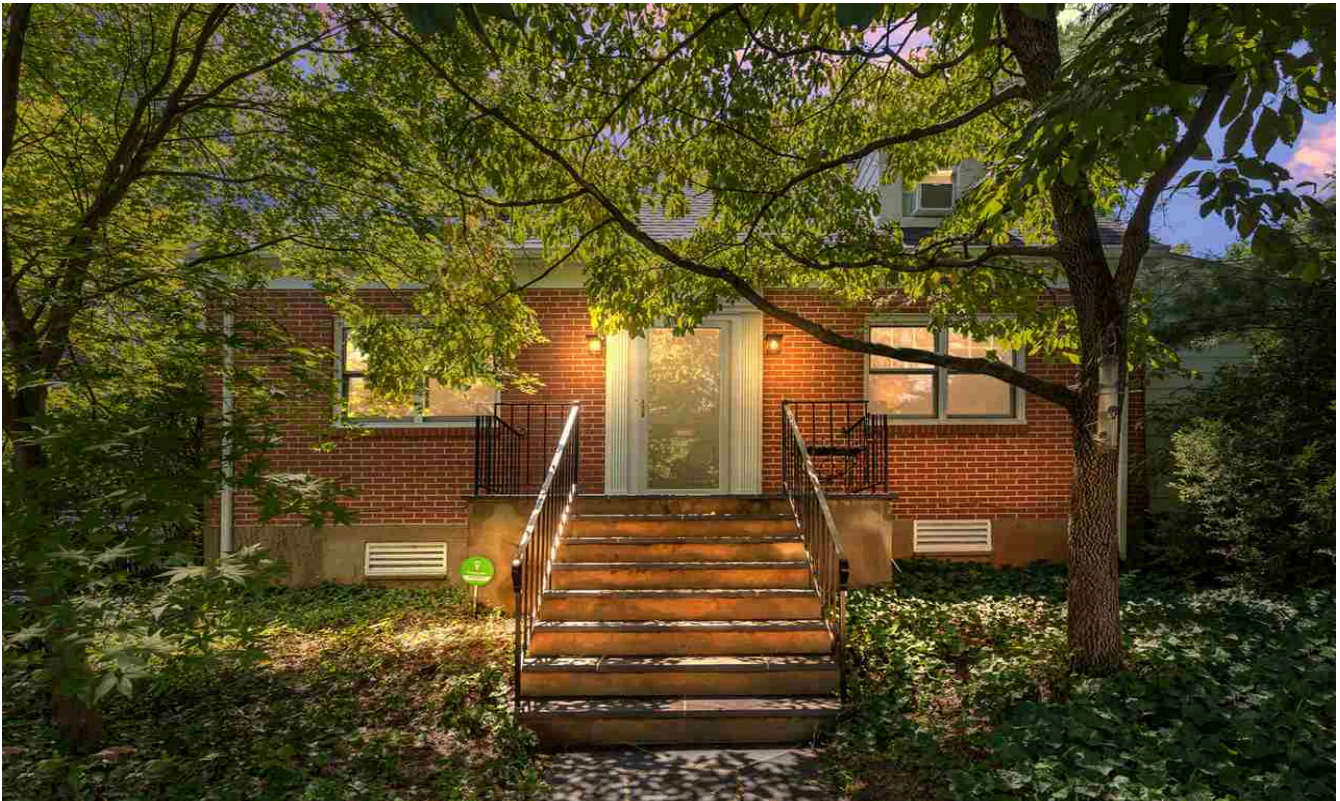


Real Estate Leads 101 - Are You Copping Out of Following Up



Working with a lead generation company has given me interesting insight into both real estate leads and agents. I dealt with both ends: the consumer and the agents themselves, and my job was to make them both happy. Yeah right. Easier said than done.

The consumer side is easy - real estate leads want a home value, they want information on the market, they want a real estate agent and we get them that. The real estate agents? Well that's another story - they pretty much wanted everything under the sun when it comes to real estate leads. They wanted to be handed people ready to list their homes with them asap, with no work involved on the agent's part. They want listings, not real estate leads.

Well, if I could provide that consistently, all the time, I'd either have a multi-million dollar company, or I'd be doing real estate full time myself. Get this through your heads agents: there is no magic service out there that will hand you listings for a low fee. Instead, these services provide you with real estate leads and it is YOUR job to turn them into clients. Got

that? Real estate leads + you = clients!

YOU went to the classes, YOU studied up on sales and marketing techniques and YOU printed up all kinds of trinkets with your name and logo on them for your real estate leads. Ergo, YOU must convince your real estate leads to work with you. And if you're not converting them, maybe you need to take a look at your own methods, rather than immediately blame the source of the real estate leads.

By now, I've probably heard every excuse under the sun as to why online real estate leads are bad or bogus. And that's all it is, an excuse, a cop out to make you feel better about not being able to turn your real estate leads into listings. That being said, here are the top 5 cop-outs I've heard over the years about following up with real estate leads and my responses to them.

1. I'm a new agent and no one wants to use a new agent.

Well, how do they know you're a new agent? Did you announce it the second you spoke with your real estate leads? You don't need to tell all your real estate leads that you're new. If they ask, tell them, and be honest, but don't just volunteer the information. And how do you know "no one" wants to use a new agent - sounds like a gross generalization to me. You won't know until you get out there and try - convince your real estate leads that to be new means you're cutting edge, the best thing out there right now, show them what an expert you've become, even if you're new to the business. Just TRY to convert them. Assuming from the start your real estate leads won't want to use you because you're new doesn't even give you a chance.

2. Some real estate leads are on the Do Not Call Registry.

So? There's no such thing as a Do Not Knock list. If your real estate leads are on the DNC Registry and you feel THAT uncomfortable risking a call, you should have your butt in the car, directions in your hand and preparing yourself mentally for your introduction once you knock at their door. And actually, as per the basic rules of the Do Not Call Registry, if a consumer on the lists makes an inquiry (which is what online real estate leads are!), you can contact them for up to 3 months after the inquiry. So you've got 3 months to get them on the phone, after that, there's still always that door! Don't use the DNC as a cop-out method with real estate leads. It's a flimsy excuse.

3. It's unprofessional to go knock on someone's door.

This is the line I usually got after suggesting stopping by the property. My thing is, who said so? Who told you it is unprofessional to go visit your real estate leads' homes and drop off the information they requested? That is a matter of opinion and as long as your real estate leads don't think it's unprofessional, you're good. And by showing initiative and going out of your way to meet your real estate leads, you may have just earned a client for life.

4. These real estate leads are too far from my area, or it's in a very bad part of town.

This is probably my favorite cop out, because it just sounds ridiculous to me. If your real estate leads are too far, why did you sign up for that area? Or, if you are getting some real estate leads out of your area, how far? Most of the time, agents complain about having to drive 30 minutes away. To me, 30 minutes of my time is DEFINITELY worth the fat commission check I could get. And if some real estate leads are too far, haven't you EVER heard of a REFERRAL COMMISSION? Find an great agent in the lead's area and send it on over. That way you'll still get a portion of the commission AND you've saved 30 precious minutes of your time.

When real estate leads are in a bad part of town, it usually means it's a very low-value home and is located in either a ghetto or backwater somewhere. It pisses me off when real estate agents say that the home isn't worth their time. Guess what buddy? When you got your license, you gained knowledge that others don't have, but will need at some point. You

should be willing and open to share this with your real estate leads, no matter what the economic status of their home and income is. If you don't want to help them, no one can force you, but you are a BAD agent if you're not at least willing to find someone who will your real estate leads.

5. If they wanted to be contacted, they would have given all their correct contact information.

This is a tough one, because on one level I do agree with this SOMEWHAT. Real estate leads who give a good name, number, address and email seems to be more approachable than real estate leads that have fake names, or fake numbers, etc. But again, this statement is really a matter of opinion. You have NO idea what's going through the consumer's head when they filled out their information. Maybe they're not technologically savvy and thought if they put their phone number over the Web, everybody would get it. Maybe they mistyped something. Maybe they don't want to be hassled daily by telemarketer calls but DO still want the information. Until you actually touch base with your real estate leads, you have no idea where their head is at. What would hurt worse, getting a phone slammed in your ear, or missing out on a \$15,000 commission because you THOUGHT they didn't need anything since they gave a wrong phone number?

Company Description

Toby Beavers has been a Charlottesville realtor since 2003. Toby specializes in Charlottesville luxury homes, Charlottesville luxury condos, and Charlottesville luxury townhomes. Toby spent the first 10 years selling Charlottesville historic homes and farms. His biggest joy was representing the buyer on Zachary Taylors' birthplace in Orange, Va. Zachary Taylor of Tippy Canoe and Tyler Too fame was the 12 the President of the United States. Toby lives on an historic Charlottesville farm with his family, two horses, two dogs, 2 cats, 4 raccoons, 3 possums, 3 black bears, and one all-black-skunk. Needless to say his food bills are excessive! Toby has sold over 100 Charlottesville homes and is one of very few Charlottesville realtors with all Five Star Reviews on Google. " Toby is a superb realtor. He's extremely well-read, knows the area well, loves the local history, and kept us laughing the whole time. Toby is your man!" WJG III

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<https://mgyb.co/s/q4GLg>
<https://mgyb.co/s/4GEe0>
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[55 And Older Communities Near Me](#)
[55 Plus Communities](#)
[55+ Communities](#)
[Antique Properties](#)
[Antique Properties For Sale](#)
[Beautiful Houses For Sale](#)
[Best Realtor](#)
[Best Realtor Near Me](#)
[Best Retirement Communities](#)
[Best Studio Apartments](#)
[Condo](#)
[Condo Realtor](#)
[Condo Specialist](#)
[Condominium](#)
[Condominiums For Sale](#)
[Condominiums For Sale Near Me](#)
[Condos For Sale](#)
[Condos For Sale Near Me](#)
[Cottages For Sale](#)
[Country Homes](#)
[Dressage Farms](#)
[Dressage Farms For Sale](#)
[Equestrian Communities](#)
[Equestrian Communities Near Me](#)
[Equestrian Community](#)
[Equestrian Properties For Sale](#)
[Equestrian Properties For Sale Near Me](#)
[Equestrian Properties Near Me](#)

[Estate Agent](#)
[Farm And Estate Agent](#)
[Farm For Sale](#)
[Farm Land For Sale](#)
[Farm Realtor](#)
[Farm Specialist](#)
[Farms And Estates](#)
[Farms For Sale](#)
[Farms For Sale Near Me](#)
[Gated Community Homes](#)
[Gated Community Homes For Sale](#)
[Gated Community Houses](#)
[Gated Community Houses For Sale](#)
[Golf Club Homes](#)
[Golf Club Homes For Sale](#)
[Golf Club Houses](#)
[Golf Course Properties](#)
[Golf Homes](#)
[Historic Home For Sale](#)
[Historic Homes](#)
[Historic Homes For Sale Near Me](#)
[Historic Houses](#)
[Historic Houses For Sale Near Me](#)
[Historic Houses For Sale Near Me](#)
[Historic Plantations For Sale](#)
[Hobby Farms](#)
[Hobby Farms For Sale](#)
[Homes For Sale](#)
[Homes For Sale Near Me Now](#)
[Horse Farm Realtor](#)
[Horse Farm Specialist](#)
[Horse Farms](#)
[Horse Farms And Country Homes](#)
[Horse Farms For Sale](#)
[Horse Farms For Sale Near Me](#)
[Horse Properties](#)
[Horse Properties Near Me](#)
[Horse Property](#)
[House For Sale 250000](#)
[Houses For Sale 300000](#)
[Houses For Sale For \\$250,000](#)
[Houses For Sale Near Me](#)
[Houses For Sale Near Me In The Country](#)
[Hunting Land](#)
[Lakefront Homes](#)
[Lakefront Homes Near Me](#)

[Land Broker Near Me](#)
[Land For Sale](#)
[Large Estates](#)
[Local Luxury Homes](#)
[Log Homes](#)
[Luxry Estates Near Me](#)
[Luxury Apartments](#)
[Luxury Apartments Near Me](#)
[Luxury Condo Near Me](#)
[Luxury Condominium Near Me](#)
[Luxury Condominiums](#)
[Luxury Condominiums For Sale](#)
[Luxury Condominiums For Sale Near Me](#)
[Luxury Condominiums Near Me](#)
[Luxury Condos](#)
[Luxury Estate For Sale](#)
[Luxury Home Realtor](#)
[Luxury Home Specialist](#)
[Luxury Homes](#)
[Luxury Homes For Sale](#)
[Luxury Homes For Sale](#)
[Luxury Homes For Sale Near Me](#)
[Luxury Homes Near Me](#)
[Luxury Homes Realtor](#)
[Luxury Homes Specialist](#)
[Luxury House Specialist](#)
[Luxury Houses](#)
[Luxury Houses For Sale](#)
[Luxury Properties](#)
[Luxury Property](#)
[Luxury Real Estate](#)
[Luxury Real Estate Companies](#)
[Luxury Real Estate Websites](#)
[Luxury Townhomes](#)
[Luxury Townhomes For Sale](#)
[Luxury Townhomes For Sale Near Me](#)
[Luxury Townhomes Near Me](#)
[Luxury Townhouses](#)
[Luxury Townhouses For Sale Near Me](#)
[Mansions For Sale](#)
[New Condominium Specialist](#)
[New Condominiums](#)
[New Condos](#)
[New Construction](#)
[New Construction Near Me](#)
[New Construction Specialist](#)

[New Country Homes](#)
[New Farms For Sale](#)
[New Home Buyers](#)
[New Home Construction Realtor](#)
[New Home Construction Specialist](#)
[New Home Realtor](#)
[New Home Specialist](#)
[New Homes](#)
[New Horse Farms](#)
[New House Specialist](#)
[New Luxury Homes Specialist](#)
[New Luxury Condo Specialist](#)
[New Luxury Homes](#)
[New Luxury House Specialist](#)
[New Real Estate Developments](#)
[New Real Estate Developments Near Me](#)
[New Senior Housing](#)
[New Subdivisions](#)
[New Townhome For Sale](#)
[New Townhome For Sale Near Me](#)
[New Townhomes](#)
[New Townhomes For Sale Near Me](#)
[New Townhouse For Sale](#)
[New Townhouses](#)
[Old Houses For Sale](#)
[Orchard For Sale](#)
[Organic Farms For Sale](#)
[Over 55 Communities](#)
[Over 55+ Communities](#)
[Over 55+ Communities Near Me](#)
[Pasture Land For Sale](#)
[Patio Homes](#)
[Patio Homes For Sale](#)
[Plantations For Sale](#)
[Private Club Homes](#)
[Private Club Real Estate](#)
[Real Estate](#)
[Real Estate 1031 Exchange](#)
[Real Estate 55 Plus](#)
[Real Estate Agents Near Me](#)
[Real Estate Broker](#)
[Real Estate Brokers Near Me](#)
[Real Estate Companies](#)
[Real Estate Companies Near Me](#)
[Real Estate Company](#)
[Real Estate For Sale](#)

[Real Estate For Sale Near Me](#)
[Real Estate Homes](#)
[Real Estate Houses For Sale](#)
[Real Estate Land Specialist](#)
[Real Estate Listings](#)
[Real Estate Offices Near Me](#)
[Realtor](#)
[Realtor Near Me](#)
[Riverfront Homes](#)
[Senior Communities](#)
[Subdivisions Near Me](#)
[Top Realtor](#)
[Townhome Specialist](#)
[Townhomes](#)
[Townhomes For Sale Near Me](#)
[Townhomes Near Me Now](#)
[Townhouse](#)
[Townhouse Specialist](#)
[Townhouses](#)
[Townhouses For Sale Near Me](#)
[Townhouses Near Me](#)
[USDA Homes For Sale](#)
[Victorian Homes](#)
[Victorian Homes For Sale](#)
[Victorian Homes For Sale Near Me](#)
[Victorian Houses For Sale](#)
[Victorian Houses For Sale Near Me](#)
[Vineyard For Sale](#)
[Vineyards For Sale](#)
[Vineyards For Sale Near Me](#)
[Waterfront Homes](#)
[Wineries For Sale](#)
[Wineries For Sale Near Me](#)
[Winery For Sale](#)