

# Lead Nurturing 101

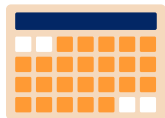
It's in your best interest to hang on to most leads, even if they're not buying right away. Staying engaged with these leads in the long term can be tricky, but there are steps you can take to make the process easier — and more rewarding.



## Make the right first impression

Introduce yourself and let them know the type of expertise you can provide. Be friendly and helpful. Give them a reason to remember your name when their friends ask if they know any great real estate agents.

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## Focus on the long game

These home shoppers have shown an interest in at least one property on StreetEasy. That's a good sign. Add them to your long-term follow-up plan and be patient. You never know when you can nurture them into an active home shopper.

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## Keep your eyes on the prize

Use the statuses available in the StreetEasy app to keep track of where all of your leads and connections are in their journey. Make sure to prioritize those who are actively looking, submitting offers, and under contract.

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## TIP

Have follow-up email and text message templates saved to your desktop or phone, ready to copy/paste and send whenever you need them.

## Follow up, follow up, follow up

Keep in contact to stay top of mind. Follow up, and if they don't respond right away, don't give up! Studies show that on average, consumers respond after 8 attempts to contact them. And the goal in following up is to get the lead on the phone, because it's the best way to gather as much information as possible and build rapport.

At the very least, check in on a monthly basis to ensure the momentum doesn't slow.

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## Develop a strategy for each lead

Every lead is different, and your strategies for working them should be, too. Whatever you do, keep their needs and wants at the forefront of your messaging and include a call to action.

For example, if inventory is low and the lead hasn't yet found what they're looking for, reach out with:

I saw this listing and thought of your search for a south-facing two bedroom. What are your thoughts on taking a look at it this week?

Another example: If you have a lead who needs to build more financial readiness, develop a plan for them. When can they realistically move? What can they get done between now and then? Establish yourself as their consultant and when they're ready to move forward, you're ready to set up showings.

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## Personalize your outreach

Personalize the experience as much as possible. Make your leads feel as though you were their only outreach that day. Don't burn through your touches with communications that don't feel like they came from a human being who cares.

Customize your touches by leveraging what you know about the buyer from past interactions:

- The neighborhood, property type, or price point of their original home inquiry
- Specific attributes of the property that you suspect may have piqued their interest
- Any and all communications received from the lead
- What media the lead uses (phone, text, email) and what times of day they tend to respond
- Your notes from phone calls or in-person interactions

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## Get creative where you can

A little creativity can go a long way when nurturing leads. It's your chance to stand out. Offer fun facts about the apartment, building, or neighborhood, historical tidbits, or new restaurant recommendations. It'll show the client that you're a well-rounded resource and help them remember you.

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Try your best to engage with every potential lead before you remove them from your database. Until you figure out a lead's story, you don't know if they're a winner.