Lender training handout

The objective of this training is to help you understand the functionality of our lead system and help you increase your conversion percentage.

I. Signing on to BrokerAgent360

1. Go to leads.brokeragent360.com
2. Your User Name and Password have been sent via email
3. Set up profile and import your cover photo and user photo
4. Make sure your email is correct and is your most used account
5. Add your mobile number as a secondary email to receive text message notifications
6. If you have questions please regarding a section try the Help Video and supplemental training material on the page or in the Training Center

II. Customer Relationship Call (First Response)

1. Outline your initial call and what your objective on the call will be
   a. Drafting and outlining your initial call will make your calls seem less rehearsed and more open and receptive to the leads
2. Communication is KEY
   a. Each user will be assigned to a lender/agent user that will independently receive the same leads. It is important that both users discuss their approach process and objectives for making the initial calls. (This prevents the lead from getting miss leading information or duplicate information)
   b. The Lender is considered a secondary user and as such should tailor their initial call as an extension of the agent
   c. The realtor team and loan officer must enter effective notes to increase efficiency

3. In order to create a fluid conversation there are 5 main topic points that should be covered.
    I. Is the lead an Active Buyer, Seller, or both a Buyer and Seller
    II. What is the length in which the lead plans on purchasing and/or selling
    III. What locations is the lead considering i.e. neighborhood, area, city
    IV. Is the lead paying cash. Note: This is a SOFT approach and it avoids using the terms pre qualified or mortgage
    V. What is the Leads price range

4. A lead should remain as a NEW lead for three days. During the three days there should be:
    a. Initially called within 5min of being on the website
    b. 3 phone calls made each taking place the following day
    c. 3 drip emails created going out over 3 days. NOTE: You can modify one of the BA360 FollowUp plans to send only 3 emails over a 3 day period and have the plan auto start as soon as the lead registers.

5. If after 3 days no contact has been made by email or by phone then the lead should be auto moved to the 2 year Buyer category where the lead will be sent drip email plans for a time period of roughly 3 ½ years.
    a. A 3 month FollowUp to-do should be set for all leads entering into the 2-year buyer category for systematic follow up
    b. NO lead should be put in the bogus category unless the lead's phone and email are clearly fake and the lead has not returned to the site. ALL other leads are potential long-term prospects.

III. Script

1. Making a warm call. What to Say. Building a rapport. Setting an appointment

    Real Estate agents and Loan officers typically do not make good telemarketers…this is a Telemarketing Sales call…REMEMBER!

2. You must be skilled with personality types, we recommend DISC

    D: Dominant- Task Oriented

    I: Influential-People Oriented

    S: Steady-People Oriented

    C: Conscientious-Task Oriented

3. Break your script call into the 5 objectives of your call. Remember, allow the lead to talk and through the conversation many of your 5 objectives will be answered without having to ask direct questions. Direct questions are a way to move the conversation forward.

4. The call you are going to make is a "SOFT" call. Pushy tactics or gimmicks will not work. Allow the conversation to flow as it would in a face-to-face meeting.

Hello {Lead Name},

My name is {Insert your name} and I work along side {Real Estate Company}. You have recently registered on their website and I'm calling to welcome you and see if there are any questions I can help answer about buying your next home. {Pause}

-Determine if they are a buyer, seller, or both

Are you looking at a particular {Insert school district, neighborhood, area…}

-Determine location

When are you looking to move {I noticed you are using an out of state area code…}

-Determine time frame

Will you be paying Cash? {Note: Soft Approach}

-Determine if they require financing

We can go ahead and have one of our real estate experts set you up with properties that would match what you are interested in based on what you have just told me. How does next {Insert time} sound for our expert to give you a call.

Next Step:

Upon finishing each call the conversation should be logged as a “Note” within the system, which will notify the Agent that you have contacted this lead and what your conversation was about. The call should also be logged as “Talked to Prospect”

-Note: Your system will indicate, for each lead, who made the last call and what the outcome of that call was.

-Note: only the Real Estate Agent has the ability to set up a lead on Listing Alerts. The sooner you reach out to the agent the sooner the lead will come back to the site!

III. By the Number:

-Resource: Lead Response Management Study: MIT 2010

1. Leads typically fill out 3 lead forms on 3 independent sites-Getting to the lead first is crucial
2. You are a 1,000 more likely to close a deal if you call the lead within the first 5 minutes of registering
3. Your odds of qualifying a lead decrease by over 6 times in the first hour of registering on the site
4. Leads are in their “infancy” stage of the home buying process and as such are not typically ready or willing to have HARD conversations with lenders or agents
5. The leads are being driven to the website using online buyer centric key word searches i.e Homes for sale in Orlando, Fl
6. The best day of the week to call a lead is Thursday
7. The worst day of the week to call a lead is Friday
8. The best time of day to call a lead is between 4 and 6pm
9. The worst time of day to call a lead is between 7 and 8am. Note: that 8 to 10am are the second best times of the day to call a lead