



Agent Training Handout

I. Signing in to Broker Agent 360 and Setting up Your Profile

1. Go to leads.brokeragent360.com
2. Your User Name and Password are sent in a Welcome Email
3. Set up your profile by clicking your name in the upper right corner of the screen
 - a. Here you can also upload an agent photo, update your email address, set up text alerts, create your Bio and Tag Line and update other contact information.
4. If you have questions please submit a HELP ticket from the Help Center located in the upper right corner of the screen

II. Customer Relationship Call (First Response)

1. Outline your initial call and what your objective for 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 that will independently receive the same leads. It is important that both users discuss their approach process and objectives for making the initial calls.
 - b. This prevents the lead from getting mis-leading information or duplicate information
 - c. The Lender is considered a secondary user and as such should tailor their initial call as an extension of the agent
 - d. The realtor and loan officer must enter effective notes to increase efficiency
3. In order to create a fluid conversation there are five main topic points that should be covered.
 - i. Is the lead an Active Buyer, Seller, or both?
 - ii. What is the length of time in which the lead plans on purchasing and/or selling?
 - iii. What areas is the lead considering i.e. Neighborhood, area, city, county?
 - iv. Is the lead paying cash? Note: The question is **NOT** "does the lead need to get prequalified or does the lead need a mortgage." This question is tricky but by asking "are you planning on paying cash" you are figuring out through a "SOFT" approach that answer
 - v. What is the Leads price range?

4. A lead should remain as a NEW lead for three days. During the three days they should be:
 - a. Called within **five** minutes of being on the website
 - b. **Three** phone calls made to attempt to reach the lead
 - c. A follow up drip campaign should be started that goes out over the first **three** days
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.
6. A three month Follow Up to-do should be set for all leads entering into the 2-year buyer category for systematic follow up

III. Script

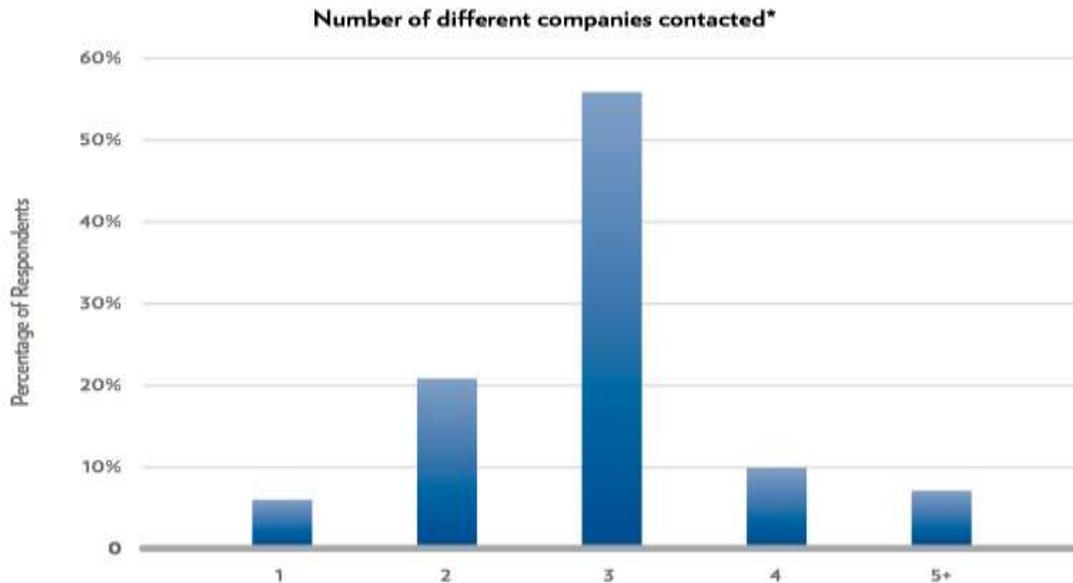
1. Making a warm call. What to Say. Building rapport. Setting an appointment.
 - a. Real Estate agents and Loan officers typically do not make good telemarketers...This is a Telemarketing Sales call...REMEMBER!
1. You must be skilled with personality types
 - D: Dominant- Task Oriented
 - I: Influential-People Oriented
 - S: Steady-People Oriented
 - C: Conscientious-Task Oriented
2. Break your script call into the five objectives of your call. Remember, allow the lead to talk and through the conversation many of your five objectives will be answered without having to ask direct questions. Direct questions are a way to move the conversation forward.
3. 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.

Next Step:

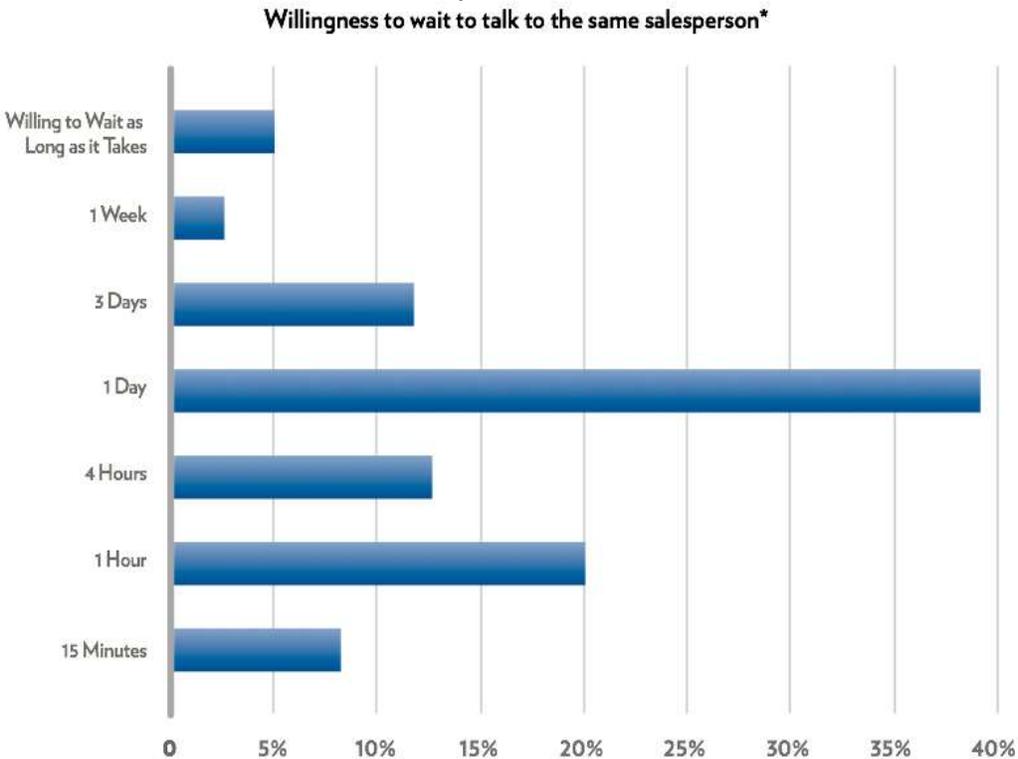
Upon finishing each call, the conversation should be logged as a “Talked to Prospect” call with a description in the system.

IV. By the Numbers

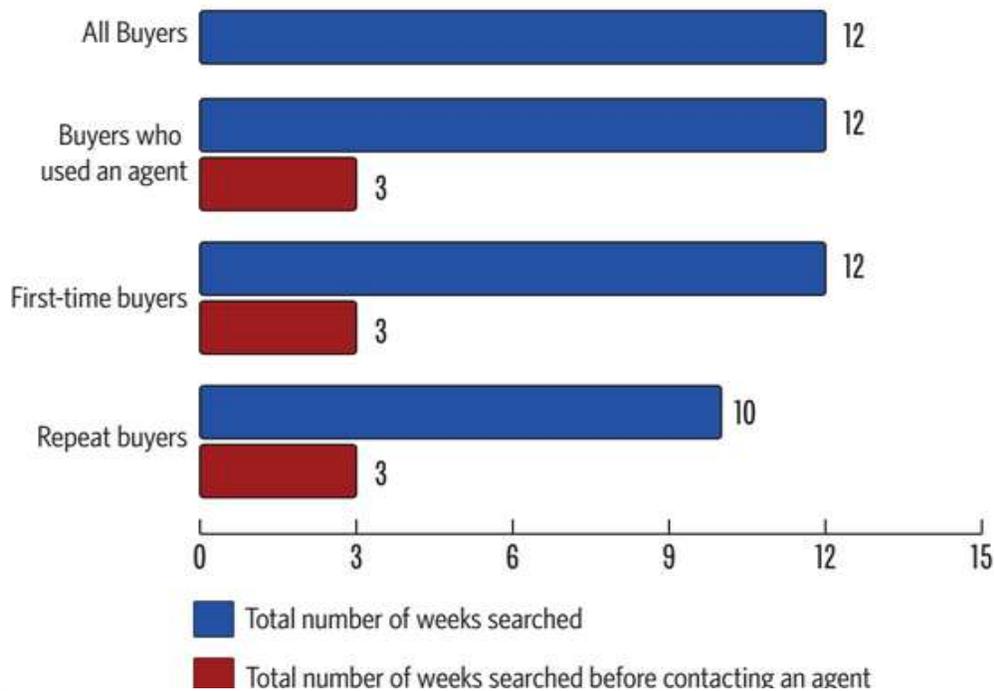
Over 50% of the time leads fill out three lead forms on three independent sites; getting to the lead first is crucial. What makes you different than the other 3 Agents?



Most of the time, an agent has less than 1 day to respond to the buyers inquires. 40% of the time agents have less 4 hours or less to respond. Making it extremely important to block out at least 30min each day for lead management where you will be available to return calls or make additional inquires.



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.



From the time the buyer fills out the lead form to making a decision on whether or not to buy is 12 weeks or 120 days. Within that 12 week period a buyer will make contact with an agent on average 3 weeks into their decision phase.

The best day of the week to call a lead is Thursday. The worst day of the week to call a lead is Friday. The best time of day to call a lead is between 4 and 6pm. 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

Resource: Lead Response Management Study: MIT 2010

Conversion Ratio for Buyer or Seller Leads

If you have 100 leads in your pipeline, what would be goal to close?

Of the 100, 25-30 you should be able to have a conversation with.

Of those, 10-15 should be active buyers that you are communicating with.

From the 10-15, there should be 2-5 that become closed deals. This is a final conversion rate of 2%-5%

Feel free to reach out to us anytime with questions by emailing

Help@brokeragent360.com

Team BA 360