



Following Up with Prospects

Following up with prospects is one of the most important traits of a successful sales person.

Although some aspects of following up can differ, depending on industry, a few characteristics transcend, no matter what you're selling. Persistence, smarts, and tenacity, for instance, all help a salesperson reach their end-goal of gaining a client or closing a sale.

Those attributes also describe what it takes to be successful when following up with prospects. Following up in the real estate industry is especially important, considering that 64 % of buyers and sellers use an agent they previously worked with or a referral from a friend or family member, according to the National Association of REALTORS®.

Looking at those numbers, it's fair to reason that if you fail to follow up with one prospect, not only are you potentially missing out on one commission, but there's also a high chance you're missing out on another commission down the road.

What are some of the best ways to follow up with prospects?

Here are seven effective follow-up techniques for real estate professionals:

1. Make Time

We know, you're busy. But following up and prospecting are two of (at least) five things all great real estate agents do daily. It can be difficult to fit in all of your follow-up calls, emails and texts, but adhere to the time-blocking method of time management. Also consider using this 22-day follow-up schedule as a guide to help you map out when, where, and how you'll follow up with leads.

2. Ask the Best Way to Contact Them

Some prefer to converse via email, others over the phone and others might prefer text. After your initial contact, ask your lead which communication method they prefer. If you let them choose, it makes you seem less pushy, and willing to adapt to their needs.



3. Meet Them on Their Turf

That said, if leads aren't responding to calls, email them. If they're not responding to email, check out their social media profiles. If they're active there, go after 'em that way.

4. Perfect Your Opening Statement

Since you're following up, you've already made your first impression. That means you need to continue building a rapport with your leads and get them to trust you and believe what you're selling — which, in the case of real estate, are your skills, knowledge, and experience.

Scripts are great but consider them a starting point. People can quickly sniff out an agent who only wants to get a listing versus one who is genuinely interested in forging a relationship and helping out. Don't be generic. Be engaging, memorable, and try to connect over common ground

5. Provide Value

If you don't get the listing on the initial follow-up, the email you send afterward recapping your conversation should contain something valuable, such as a piece of content highlighting your service in a subtle way. It doesn't necessarily have to be salesy, but should be related to your real estate services.

Another great way to do this, especially during the early back-and-forth, is to include a link within your postscript to a relevant article related to what you spoke about — whether that's the housing market, music, or sports.

6. Research and Use Data

The value proposition of being a Realtor is that you're an expert in the market where you do most of your business. Yes, there's your experience. But it's also your access and ability to read and describe market metrics.

Back up your statements with cold hard facts — whether they're emphasizing your personal production or your interpretation of market trends — to reinforce yourself as the local market expert who knows what they're talking about.



7. Know When to Step Away

Perseverance is a mark of a great salesperson, but sometimes you have to know when to step away. Send one final email — the breakup — to let them know you're done bothering them, but hope to work together in the future.

Tips for a Successful Lead Follow-Up

Pick up the phone whenever possible. Unless you are with a client, don't let a call go to your voicemail. Many consumers won't leave you a message, and will move on to another agent if you don't answer their call right away.

Reply in the same way that the lead contacts you. If a contact sends you an email, respond via email. If he or she sends a text message, text back and then suggest a phone call. People reach out to you in the way that they find most comfortable and efficient. Respect their choice when contacting them.

Make sure leads know how to contact you. Give your leads multiple ways to get a hold of you. Phone, text, email, or social media are great options.

Prove your values from the beginning. Before you contact a lead, have all relevant information in front of you.

Prove your value and expertise by sharing new information — for example, market trends, school district information, or a listing detail — that is relevant and interesting to them.

Respect their schedule. Yes, your potential client is looking to buy or sell a home. But they also have other things going on in their lives. If you pick up the phone to call a lead and he or she sounds busy, ask if there is a time that is more convenient to talk. Then, always call back at the agreed-upon time.

Be patient. When you speak to a contact, it doesn't always mean he or she is ready to buy today. In some cases, it can take over a year for a lead to transact. But, that doesn't mean you should brush them off. Take time to answer their questions and build the foundation for a relationship. Consider it an investment in your future business.



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Enter your leads into your contact management system. Once you hang up the phone or click send, take the time to enter your new lead into your system, if they are not in it already. Keeping track of every lead in your contact management system keeps you organized and helps you nurture your leads until they're ready to do business.

The way you approach and handle the first contact tells your future client a lot about the way you do business. Remember that you are not just selling homes, but also a relationship with you.