ReadyConnect Concierge

INCREASE YOUR ONLINE LEAD CONVERSION UP TO 5X!
Agenda

1. The online lead landscape
2. Introduction to ReadyConnect Concierge
3. Additional Resources
4. Q&A
You need to be where the buyers are!

Home search reality

• **44% of all home buyers looked online** as their first step in the buying process - compared to 17% that first contacted an agent*

• **99% of Millennials search online websites** compared to 90% of Older Boomers and 70% of the Silent Generation**

• Buyers that used an agent **typically spent 3 weeks** searching before they contacted an agent*

• **50% of recent buyers** found their home through the internet - **compared to 32%** ten years ago, and 8% in 2001*

*Source: NAR: 2018 Profile of Home Buyers and Sellers
**Source: NAR 2018 Real Estate in a Digital Age Report
Competition for leads

4.5MM
real estate leads generated (estimate)

vs.

4.8MM
annual home sales

Leads vs. Home Sales in 2011

Source: Move, Inc., 2017. Data includes assumptions on competitor lead conversion rates based on (a) Their traffic and page views growth (b) Move, Inc. internal metrics.
Competition for leads

170.3MM
real estate leads generated (estimate)

vs.

6.8MM
annual home sales

Leads vs. Home Sales in 2021

Source: NAR, 2021. Data includes assumptions on competitor lead conversion rates based on (a) Their traffic and page views growth (b) Move, Inc. internal metrics.
The challenge

**Lead qualification** decreases by 80% if contacted in 10 vs 5 minutes

**Lead conversion** increases by 391% if contacted within the first minute

**Consumer’s Response** 75% of customers buy from the first agent they meet with**

Source: Vendasta.com “5 Minutes or Less: Risk and Reward in Lead Response Time,” Brock Andony, May 2018

** 2018 NAR Profile of Home Buyers and Sellers
The challenge

Over half of the agents surveyed were unable to connect with the consumer that submitted the inquiry.¹

Most real estate leads are contacted 1.5x before agents give up, but research shows it takes at least 6-9 calls to reach 90%.²

Sources:
Agent CSAT, Lead quality study, July 2018
The Fast and the Frequent: How Speed and Persistency Closes Deals
InsideSales.com, January 2016
ReadyConnect
Concierge’s solution to converting online leads
Our goal is to make the process of working and converting online leads easier for you so you can focus on what you do best – selling homes.

Increase your online lead conversion up to 5x!
How does ReadyConnect work?

We prescreen online real estate leads

And connect motivated buyers and sellers with agents

We provide the tools and processes to help your agents close more deals
Our team reaches out to consumers within 10 seconds of online inquiry.
We call consumers from

8 - 9 A.M.  P.M.

7 Days a Week

365 Days a Year
We collect key information, such as:

- Property preferences
- Price range
- Timeline to buy, sell, or lease
- Self-assessed credit level
- Availability for seeing property
- And more
ReadyConnect only gets paid when your referral closes.

We win when you win.

*See your broker for specific questions about your referral fee*
Additional resources

- **Realtor.com® profiles** (free)

- **Affordability Calculator:** [www.realtor.com/mortgage/tools/affordability-calculator/](http://www.realtor.com/mortgage/tools/affordability-calculator/)

- **Rent vs Buy Calculator:** [www.realtor.com/research/reports/rent-vs-buy/](http://www.realtor.com/research/reports/rent-vs-buy/)

- **Visit ReadyConnect Support:** [https://support.realtor.com/s/opcity-for-agents](https://support.realtor.com/s/opcity-for-agents)
  - Scripts
  - Best practices videos
  - Agent score, Inbox & other new tools
ReadyConnect Success Team

844-804-1849

(Available 8am to 5pm Central Time, Monday - Friday)
Questions
Thank you

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