

Engage & Convert Leads from Any Source

In this class, we covered all of the bases when it comes to engaging with leads from other sources. We went over leads from listing portals such as Zillow and Trulia, as well as HouseValues.com leads, referrals, and open houses.

Get All of Your Leads in One Place

Agents nowadays should be getting leads from a variety of sources, and you can have all of your leads flow into your Market Leader system, so you can use your powerful tools to engage and convert them. You can do this with your Zillow & Trulia leads, as well as leads from other websites such as Realtor.com.



[Click Here](#) to learn how to get leads from other websites into your Market Leader system.

[Click Here](#) to learn how to get your Zillow & Trulia leads into your Market Leader system.

Engaging with Leads from Other Sources

It's important to understand that these leads are different, and since they never registered on your website, engaging with them is different too. You need to stop their search and drive them to your website. We recommend creating [contact groups](#) for your lead sources, as well as [quick text](#) templates for quick and easy follow-up & engagement.

Phone Scripts for Third-Party Leads

Here are our phone scripts for open house leads, and referrals. [Click Here](#) for engagement email scripts.

Open House Phone Call

Hi, this is _____ from _____. We met earlier at the open house for [123 Main Street]. I registered you on my website so that ideally, things will be easier and quicker for you in the future when shopping for homes. Did you get the welcome email with your login information? Did you have any further questions about the home on [123 Main Street]?

Referral Phone Call - Buyer

Hi, this is _____ from _____. I wanted to touch base and have a quick conversation regarding your home search. The double edged sword of the home search process today is that there is a lot of information out there, but it can be overwhelming and sometimes inaccurate. Do you have a few minutes to sit down and let me walk you through my website, how it works, and how you can shop on your own time? I'd also like know more about your home search thus far.

Referral Phone Call - Seller

Hi, this is _____ from _____. I wanted to touch base with you regarding your current home and your potential sale. I'd like to have a conversation with you around expectations moving forward, provide you with a CMA, and how you can use my website to your advantage to gain a better understanding of the market.

[Click Here](#) for the class recording