

A Real Estate Team's Guide to Lead Generation in Today's Market

10 Ideas to Help Real Estate Teams Generate Leads and Win Listings



10 Ideas To Help Generate Team Leads

According to a national study commissioned by Workman Success Systems (WSS) and sponsored by Sisu, **The Unexpected Impact of Teams in Real Estate**, 81% of agents said they think that being on a real estate team makes them more likely to stay in the industry, and 72% of real estate professionals on teams believe their team has been essential to their success.

The Workman study also found that one of the reasons team members succeed is the opportunity to specialize. When each team player can concentrate on doing one thing well, teams can operate more efficiently and deliver better customer outcomes.

And yet, even some of the most well-established real estate teams may feel listing lethargy among prospective buyers in what many characterize as an unprecedented low-inventory and high-interest rate market.

The good news is there's a great deal a real estate team can do to overcome the challenges and help generate more listing leads. Here are 10 ways:



IDEA 1

Uncover “Pain and Change” Lead Prospects

In a challenging market with low inventory and high interest rates, team agents sometimes need to get creative to uncover leads and turn those leads into listings they win.

First, look for “pain and change” events, including births, deaths, divorces and other life changes that cause people to move. Social media channels offer a great source, as people typically share their life change moments on these channels.

Teams can help by supporting agents with social marketing campaigns targeting prospective clients who are downsizing or upsizing and thinking about making a move.



IDEA 2

Work Lead Training Into Team Meetings

Consistent team meetings can be particularly critical in a shifting market and for teams who work remotely. Real estate teams might meet weekly, multiple times a week or daily for a 15-minute check-in, depending on the size of the team and volume of business.

Keep larger teams goal-oriented and focused by delivering valuable, informative messages around lead-gen activities, and save the admin-level housekeeping items for email.

Offer business-building strategies that will help motivate agents and admins and keep them regularly engaged, such as hands-on training, role-playing sessions and knowledge shares of success stories. New recruits might benefit from successive training courses like mini courses on ways to generate leads in a challenging market, how to turn open houses into lead gen opportunities, social media messaging or how to increase your chances to win the listing with a customizable digital listing presentation.

To enable agent adoption and best practices, you can integrate your team tools into the discussion, including the team CRM and transaction management software. Rather than split out training among novices and top performers, you might address themes and topics that can be applied to all skill and performance levels.

IDEA 3

Differentiate Your Team Listings Imagery

With team agents vying for fewer available listings in today's market, it's important that their active listings stand out from the competition and reinforce the team's brand and market leadership.

ShowingTime+ Listing Media Services provides high-resolution real estate photography, virtual tours, interactive floor plans, aerial photography and video, amenity images, virtual staging and more to help differentiate agents' listings with imagery that can help them engage with interested buyers and potentially lead to more listings.

In fact, Listing Media Services listings with virtual tours on Zillow receive 46% more page views per day compared to listings on Zillow without.*

With Listing Media Services, team agents can schedule the shoot around their clients' needs by booking online with real-time availability and receive the imagery within two business days or sooner.

IDEA 4

Integrate Lead Gen Into the Marketing Mix

Top teams can also generate leads by having solid marketing plans that use a variety of tools to help engage sellers and win listing appointments. Top teams developing marketing strategies may want to ensure that branding is elevated and consistently used by every team member from the way their signatures show up in emails to their print and digital marketing materials. These teams can market their brand across a number of touchpoints including text messaging, email, video promos, listing updates and social media.

In addition to providing captivating visuals with Listing Media Services, the new **Listing Showcase by ShowingTime+** option, which includes Listing Media Services, offers teams a differentiated listing experience to help agents win listings and connect with more buyers. Listing Showcase offers teams:

- Flexible features to easily add/manage team agents with your Showcase subscription
- Prioritized exposure in personalized search results on Zillow
- Dedicated emails that place the listings in front of interested buyers
- Increased visibility with agent/team branding
- Easy contact from interested shoppers

Available to a limited number of agents in each market, Listing Showcase also helps team agents market their listing services to prospective sellers with free media resources, including seller-facing emails, social posts, postcards, promotional videos, flyers and a customizable listing presentation template.

IDEA 5

Hold Your Team Accountable

To command the respect of their team members, team leaders should try to level-set expectations of agents, transaction coordinators and other teammates, including requiring members to attend meetings and follow team operations. Team leaders can also clearly communicate their lead-gen goals to every member of the team by making sure each knows their weekly numbers and goals as well as the overall team's goals.

In addition, depending on the team model, a great leader will likely want to teach team members how to generate their own leads.

When needed, team leaders might over-communicate the team's most important messaging by repeating and rephrasing across multiple channels, including email, group chats, internal newsletters, visual signage, shared Google calendars, 30-minute one-on-ones, video learnings and training presentations.

By mixing and varying the formats, your messaging is more likely to get heard and get results.

IDEA 6

Raise The Bar On Customer Experience

By maintaining standard operating procedures (SOPs), you can turn everyday communication into a standardized process to improve the quality of the customer experience.

Standardized email templates in dotloop, for example, can help quality-control client communication and eliminate the guesswork from the process.

Automating photography scheduling can also help by saving time with a reliable on-demand service like Listing Media Services.

And to help your listings stand out in front of buyers and sellers, **Listing Showcase** for teams offers a differentiated listing experience on Zillow, in which teams can add multiple agents and members and manage their permissions to connect with buyers, help win more listings and deliver a unique listing experience their sellers will love.

IDEA 7

Improve Response Times To Land Leads

Internal communication is important to keeping the wheels turning smoothly on a real estate team, but external communication with clients is a must to help keep customers happy, informed and coming back as repeat and referring clients.

If your customers are constantly having to call their agents to learn the status of a transaction or schedule a listing appointment, your team's response time may need to improve.

NAR data shows 73% of buyers and 82% of sellers work with the first agent they interview. Yet, according to **timetoreply.com** it takes the average real estate company 15 hours to respond to a lead.

In today's market, the agent who's first to the call is often first to the listing.

Try creating a standard email response time policy to set expectations for the team's customer response communications. You might also help improve team members' average response times by rewarding agents with the fastest responsiveness with more leads and the same for those who keep their average email response time under 10 minutes.

IDEA 8

Identify Lead Generation That Works, Then Scale

When the team leader can reproduce the systems and service offerings used consistently by their team members over time, they are often in a better position to scale their business. By standardizing everything, from the way agents follow up with leads and past clients to the way showings and transactions are managed, team members can operate more efficiently and have more time to spend with new customers.

Scaling your business also may require identifying those lead gen sources that are returning the highest ROI. Look for lead gen sources with proven track records and the data to back up their performance. For instance, **Showcase** listings on Zillow received 82% more page views, 61% more saves and 79% more shares compared to non-Showcase listings on Zillow.**

IDEA 9

Use Market Data To Help Win Listings

Teams with access to solid market data and technology can help convey credibility among their customers. You may want to use a CRM to help dig in with data and target metrics like “homeowners most likely to move within the next five years” or “those with X amount of equity.”

Pricing Benchmark Report can help by leveraging market intelligence from the ShowingTime+ showing management platform to help agents guide pricing conversations with their sellers.

This report helps agents quickly retrieve statistics and generate easy-to-read charts highlighting relevant comparable listing metrics.

IDEA 10

Compensate in Listing & Leads

Teams can stay competitive by offering attractive commission splits, but a well-structured system that provides leads, social media support and technology as part of the total package may be even more attractive to prospective and current agents.

For example, Listing Showcase not only gives team agents a way to differentiate their listings and help win appointments, but this listing experience also gives brokers and team leaders a new opportunity to recruit and reward their top performers with an exclusive listing marketing package featuring immersive media and prioritized placement on Zillow.

Please [visit our website](#) for more information.

***Substantiation:**

All Listing Media Services packages include interactive floor plans, virtual tours, and specialized exposure on Zillow. This claim is based on Zillow data analyzed in 54 Listing Media Services Markets (the "LMS Markets") during the initial two-week period a listing utilizing virtual tours from Listing Media Services was active on Zillow (the "Listings") from 7/1/2023 - 8/27/2023. The Listings were compared to FSBA listings on Zillow: (i) without virtual tours; (ii) of a similar home type; (iii) in the same city and state as the Listings; (iv) on the market during the same time period as the Listings; (v) containing a similar list price as the Listings; (vi) having similar square footage price per square; and (vii) built in a similar year as the Listings.

****Substantiation:**

Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow (the "Showcase Treatment"). This claim is based on Zillow data analyzed in 5 Listing Showcase Markets: Los Angeles, San Diego, Seattle, Atlanta, and Chicago during the initial two-week period a listing in these markets with the Showcase Treatment was active on Zillow (the "Showcase Listings") from July 1, 2023 - August 22, 2023. The Showcase Listings were compared to FSBA listings on Zillow without virtual tours during the initial two-week period a listing without a virtual tour was active on Zillow.

