



Persistence in Lead Follow Up

By Coach Lei Wang

Mindset of Persistence

- **Persistence** is the choice to continue, despite difficulty and opposition, and struggle to achieve that goal.
- **Perseverance** is the continuation of commitment through action, despite the lack of success. It is also the ability to overcome the repetitiveness of problems from difficult situations.



Skill of Persistence #1



**You Are
Valuable**

Only eight percent of recent home sales were FSBO sales in 2020. This remains close to the lowest share recorded since this report started in 1981.

FSBOs typically sell for less than the selling price of other homes; FSBO homes sold at a median of \$217,900 last year (up from last year), and significantly lower than the median of agent-assisted homes at \$242,300.

That math for 2020, even in the HOTTEST Sellers Market we have seen in a LONG time, is Sellers that did not use an Agent averaged 10.11% less money than those using an Agent.

Going to Say that Again...

- Owners that use an Agent... Sell on Average for 10.11% MORE MONEY... than those that do not use an Agent.
- What is it you charge for your Services and the Services of a Buyers' Brokerage too?
- Sellers PROFIT by using even the AVERAGE Agent and you, my friends, are well above Average or you wouldn't be here right now.

Skill of Persistence

#2

They Need You

When you do not consistently offer your professional services to the people you care for most, you are putting them in danger of using an agent who will not take care of them and their money like you would. Or even worse, try to do it on your own.

NAR 2020 Profile of Home Buyers and Sellers Shows

A whopping 89%* of Sellers and Buyers surveyed after closing say they would do business again with the Agent that represented them *yet only 26% of Sellers and Buyers of the NEXT opportunity do it. Why? They simply lost touch with their Agent.*

**When you don't consistently offer your services,
They may think:**

"I love Jamey, but they are too busy to work with me. They tell me how busy they are all the time, I don't want to bother them."

"I must be too small-fry to work with Jamey... they must have much bigger clients than me."

"Jamey obviously doesn't want to mix their personal life with business, so I won't ask them to do that."

"I hear Jamey talk about how difficult clients are... and love them too much to ask them to handle me... I mean, buying/selling is stressful!"

"Jamey never talks about helping other friends/family/neighbors/vendors, so they don't work with that type of client. It's OK, I have another friend anyway who does, so I'll work with them."

"Jamey is stressed enough without having to deal with me, they don't even seem to LIKE real estate anymore!"

"Jamey is too big a deal to work with my sister... it would be rude of me to even ask."

"Jamey doesn't need my help... I have another friend that does and tells me all the time that referrals are the lifeblood of their business, I'll refer my co-worker to them instead."

Your Daily Contacts
are the “BIG ROCKS”
that need to go into the
TIME JAR of your
Work-Days FIRST



Skill of Persistence #3
Consistency Means Daily

Stop Making a Big Deal out of it
and Just DO IT – Every day. Open
the DB and Make the Contacts
scheduled. Creating a new contact
date for each attempted contact or
making that record “Done.”

Skill of
Persistence #4
Follow up
Means **Service**

Don't just Ask

....

- JUST BE.

**Be a Trusted
Consultant**



‘Hi, how are you? Well, that’s great. Have you all thought of moving anytime soon? No, OK, well, I’ll check in again soon. Please know I’m happy to help your friends, family and coworkers too’

Is a basic script that will work but there is something BETTER... It’s called having a CONVERATION and LISTENING to hear & understand... and PLANTING SEEDS as time goes on. Cultivating. Being MORE than an order taker, but a Trusted ADVISOR.

Be THINKING about what this Homeowner needs! YOU may be the one to bring it up and plant the seed...

- How old are they?
- Is the home they are in too big/too small for the next part of their lives?
- Will they be adding to their family?
- Will one or more of them be working from home for a long time?
- Is a work relocation possible soon?
- Are all bedrooms on 2nd story as they age?
- Is the lot too big/small for their needs and abilities?
- Are they retiring soon?
- What will they do in retirement? Entertain at home? Golf? Travel?
- Do they need a lock it up and go home?
- Do they need to diversify investments?
- Do they have a lot of equity that could be used to make them wealthier?
- What else should we be thinking of?

Skill of
Persistence
#5:

**How
you
show up**

How you
contact your
Database
shows them
how you do
your business

ARE YOU SHOWING PEOPLE WHO YOU ARE AS A PROFESSIONAL BUSINESSPERSON?

People know instinctively that how you “sell them” is how you “serve them.” Is it consistent? Is it professional? Can they count on you? Are you someone they can Trust when they DO have a need or question?

1. Show them you do your homework. Know things before you contact. Check their social media. If they are a professional, check specifically Linked In. Do they feel like they were “one and done” as a contact today or do they feel they had a great conversation with someone different in a better way?
2. Did they learn something from your contact they didn’t know before about Real Estate. A statistic, a house for sale, a buyer looking, the state of the market in general?
3. Did they leave the conversation with some sense of curiosity? Did you make them THINK? Who DO I know that would fit XYZ? Should I be investing in RE? Is it time for me to be making plans for my future property?

Skill of Persistence #6:

It's a long game



Some days,
you'll not
get good
response.

- It's Ok! It's part of the deal!
- Get over it and go on! It's normal.
- People have bad days. Give people grace. Use the Green Lens.

Keep going
Stay Positive

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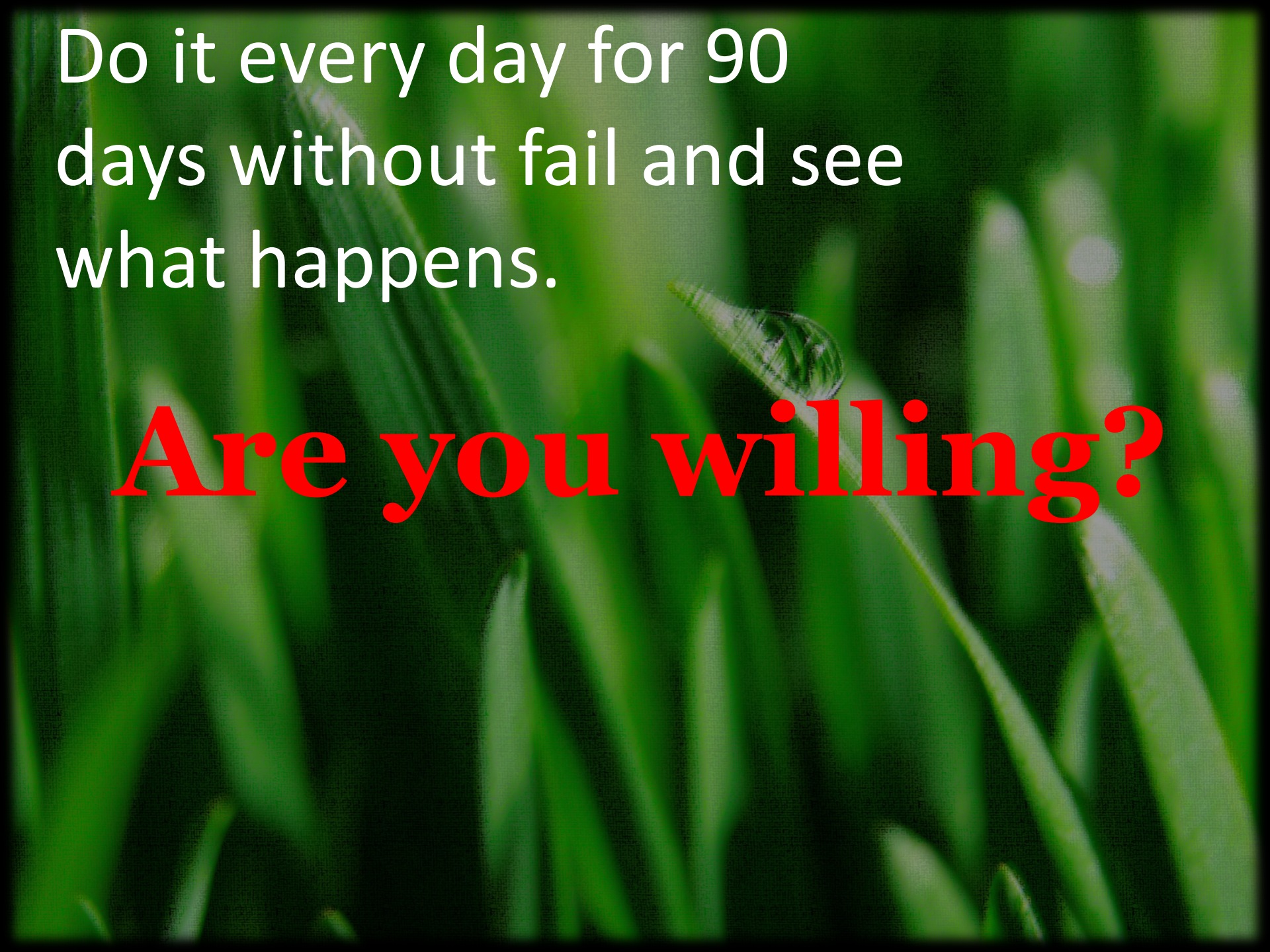
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When
someone
says YES

- Don't just stop and service them!
- DO ALL YOUR DAILY CONTACTS first!
- Then fulfill any promises AFTERWARDS.
- Or you will cut your effectiveness short.

Contacts FIRST
Service NEXT



Do it every day for 90
days without fail and see
what happens.

Are you willing?