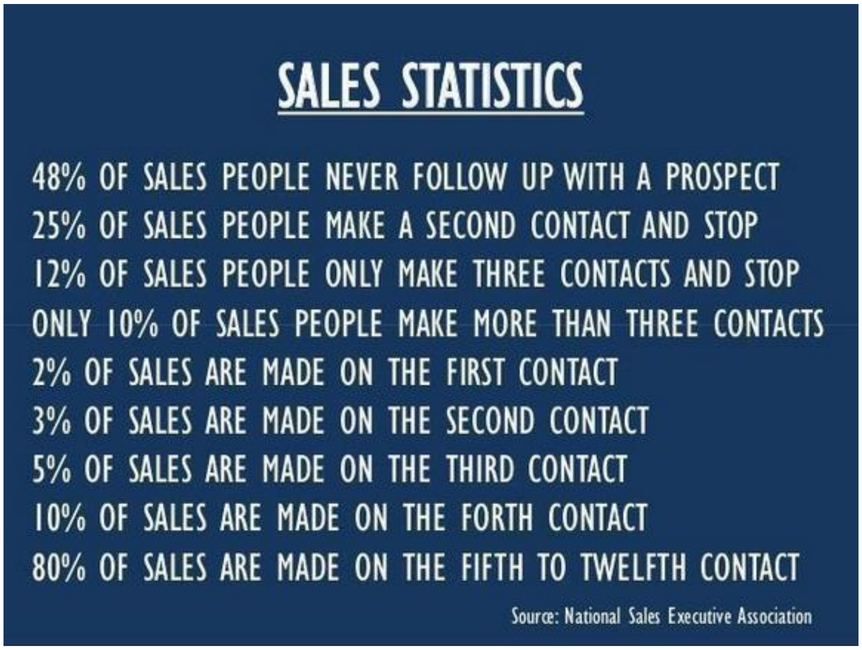
Lead Follow Up & Conversion Protocol



Fourth contact – this is not our graphic :)

Ideally, leads will receive first contact via phone call within 1-2 minutes of inquiring.

With Facebook leads, you should expect to be able to connect with 40-60% of the leads via call, text, and/or email in the first 30 days. Other types (your website, PPC, etc.), a contact rate of 60-80%+ is realistic.

Target *starting* lead-to-sale close rate is 2-5%+, i.e. 20-50 leads = 1 sale.

It depends on your traffic source, sales skills, and follow up procedures, but overtime, you can expect close rates to get up to 5-15%+.

Read the *Lead Follow Up Script* entirely every single time -- intro/open, middle (questions), and conclusion (set follow up appointment, or move into the application on that call).

Add all call and interaction notes to your CRM, label leads accordingly, and assign tasks to yourself as necessary for follow up within your CRM.

Initial follow up procedures:

1. Immediate phone call—don't leave a VM if no answer
2. Call again right away—don't leave VM if no answer
3. Text them (use templates, if available)
4. Email them (use templates, if available)

If they do not respond to any of these efforts on day 1, continue to call them 2X per day for 4 weeks, once in the morning, once in the afternoon/evening, Monday-Friday. Don't leave voicemails until week 3 or 4.

If you get a lead in the morning or early afternoon and they don't answer your call, create a task to try again that same day in the evening (when they're off work).

Try calling from a different number and a blocked number week 2, just to change it up and see if you can get an answer.

Try calling on Saturdays. Leads that don't answer during week may answer on the weekend.

Also, text and email leads 3X per week for that 4 week period.

Every 30 days, sweep back through your entire list of "Unsuccessful Contact Attempt" leads with a phone call, text, and finally, send the "Permission to Close Your File" email to unresponsive leads 60-90 days after they initially came through (template #4 in Training Module #2).

Additional Best Practice Advice From a Top-Producing Originator & Awesome Client --

"Get organized and start using your CRM every day all day.

Make sure your CRM has an automated status update system as well as a way to prompt you to follow up with closed clients a couple times a year including their loan anniversary, birthdays, etc.

Hire at least 1 support staff member for every 5 to 6 loans you close a month. Some people will say this is too much but IMO you will never grow and gain consistency unless you follow this method. You will roller coaster forever.

Call all your referral partners at least once a week, especially on Monday to maybe get a referral from over the weekend. Find a reason to text them several times per week.

Call the listing agent every single time you get a new contract in the door and either A) introduce yourself; or B) say hello and tell them what a solid borrower you have. Also, always ask if they would like to close early if possible.

Do at least 1 training session a month with a real estate office or at your real estate association."

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Greg Tanner
Fairway Independent Mortgage Corp.