

Four Most Important Lead Tips

1. Don't make the lead do the selling. Many agents want the lead to explain their entire offer. That allows prospects to decide "No" without talking to you. The purpose of a lead is to get you in front of the prospect. The lead should only tell enough to get their interest and want more information.
2. Don't pre-judge leads. Some agents decide to ignore leads based on factors which are not relevant. For example, agents have told about making large sales to people who lived in homes which looked run-down and dilapidated. Pre-judging may cause you to miss sales.
3. Work old leads. Agents have had success selling to leads that were over a year old. If someone has expressed an interest at one time, they may be ripe for future sales even though they didn't buy initially. Keep in touch with old leads.
4. Cost per lead is more important than price. If cheap mailers yield a low response, your cost per lead can be high. If more expensive mailers yield a high response, your cost per lead can be low. Always remember that initial cost is not as important as the resulting cost per lead.

