Firepoint Expert Guide

The Rule of Three:

Sell More Homes With This Proven Strategy

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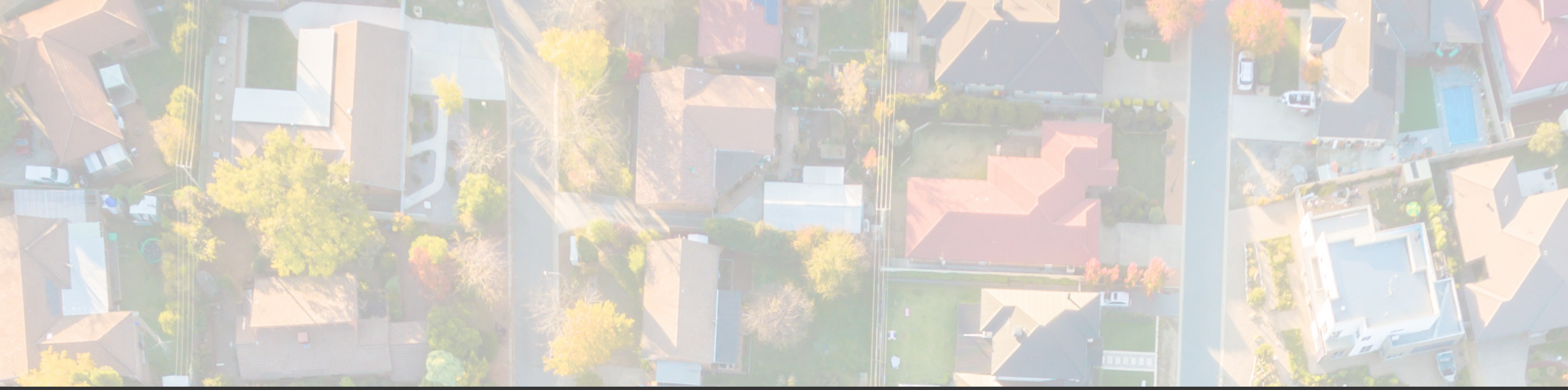
Overview



Are you finding it more difficult to connect with leads these days? You're reaching out, but not much is coming back to you. It can be difficult as a real estate agent to hear no a lot of the time. Yet, it makes it all worth it when you do help someone find a home they'll be happy to live in for a long time to come. You need to pivot your approach to draw people further through your pipeline and ultimately jumpstart your close rate. Let's dive into one of the most important strategies top agents use, which you can put into practice starting today. We introduce a strategy that we've seen work every time: the Rule of Three.

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1. What is the Rule of Three?

It might seem simple, but the simplest solution is often the best. Follow through and this will help you close more deals.

1. Contact the lead three times a day for three days.
2. Contact the lead three times a week for three weeks.
3. Contact the lead three times a month for three months.

Making these personal touches with your leads at quick, regular intervals will keep their minds on buying a home, and buying that home from you. Should you do this for every lead? Sure! However, the Rule of Three is extremely effective for online leads that come from forced registration.

These leads aren't raising a hand and asking a question on a site like Zillow. They are just searching around. They require more follow up and more effort to nurture. You know they are interested in real estate, but you can't be sure of their motivation levels, timelines, and other factors impacting their level of intent.

Without a CRM that can offer visibility into the prospect's behavior on your page, how can you be sure which homes they are interested in, and what properties may be the best to suggest to them next? CRMs allow you to apply filters and search for leads by activity. For example, you can filter for last login to see the last time a lead logged in to look at properties. Or you can search for who has been active in the last seven days. These filters allow you to prioritize the right leads — the leads who are actively thinking about real estate.

Without a CRM that offers that visibility, you're limited to trying to piece together as much information as possible from separate tech stacks to build an accurate picture of your leads. A CRM gives you additional insight and effectively gives you a level up on your Rule of Three strategy.

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2. How do you do it?

So how do you adopt this strategy, close more deals, and grow your business? The Rule of Three. While this approach does add more activity to your day, the results will have you asking why you didn't start sooner. Remember, the most successful people do the things that many are unwilling to do.

Day One

STEP 1:

The lead comes in. You know what to do—speed to Lead! **Call** them immediately. The first day is the most important. Increase your chances to close a deal by reaching out, and then reaching out again..... and then again.

No answer?

Don't leave a voicemail, but listen to the message and digest any information that you might not have known before. Example: *You've reached Tracey! I'm probably chasing around a couple of kids, leave a message and I'll call you back!*

Here's what you just learned:

- You have the right number
- Tracey has small kids and is probably looking for a family home. When you do connect with Tracey you can tailor your home suggestions for more family friendly neighborhoods and homes.

Then what?

Double dial. Hang up and call back immediately.

Get someone on the line?

Begin the conversation with: "*Hi Tracey, this is...*" At the point you have the lead on the phone, don't ask if you have the right person on the line. It is uncomfortable. Shouldn't you know who you're calling? By asking if you have Tracey on the line you automatically put Tracey's guard up and lose some of her trust. You know the lead's name. Make that connection stronger by leading with a conversational greeting.

Another common mistake real estate agents make is asking how the person on the other end of the line is doing. It sounds counterintuitive and maybe even rude, but asking how the person is doing is disingenuous. You don't know that person. Your leads are smart people and should be treated as such. Be brief, to the point and avoid creating barriers due to formalities.

No answer?

If you don't get a response, don't leave a voicemail. You want them to be curious about who's calling. Imagine you received two calls from an unknown number and no voicemail. You would probably be curious who it is, which makes it a perfect setup for our next step.

STEP 2:

Send a text: *Is this Tracey?*

Asking if you have the right person via text is a valid and effective way to both confirm you have valid contact information, and open a dialogue. A text from what seems to be a random number asking Is this so and so will almost always get a response. Think about it. Wouldn't you respond?

Get a negative response?

Don't give up! Regardless of whether or not the person told you to take a hike (or worse), follow up with an email. If you have valid contact information, there is no reason to cease making personal touches with the lead. Until you are told that the contact you are making is too much and you need to stop, stay on course. If you are told the volume of contact is too high, take a step back, but continue to reach out.

A lot of agents worry about getting this response. In reality it doesn't happen often that leads ask you to take a step back, and until you have a trend of people telling you this is occurring, then the contact you are making is not too much.

STEP 3:

If you still haven't connected, send a video email. Say: "*Hi this is Gabe. I just wanted to thank you for visiting my site. I also wanted to let you know I'm going to start sending you homes that may be of interest. Because I'm not sure what your desired location and price range is please don't hesitate to let me know how I can adjust what I'm sending you so that it meets your exact needs.*"

Set the lead up with a broad, saved search email, but have the range of homes be around 200. That way there is a higher likelihood a listing will have an update each day and the lead will get an email about it. Not only that, but a wide range of home listings will invite the lead to correct your search and indicate that Tracey isn't looking for homes that far out of Denver.

The idea behind this email is to really focus on the service, not the sale. The more this email communicates your service-oriented approach, the better response you are likely to receive. Just remember, you need to engage the lead here, not actually secure a transaction through email.

Day Two

If on day 2 you haven't connected with the lead yet, here's what you do:

Call: If you don't get a response, you should leave a voicemail. Tell them who you are, give a brief reason for calling and offer information on how they can follow up with you. Tell them that you're setting them up with a home listing email and you'd like to connect on the criteria they are looking for in a home. This approach will invite them to call you back and start a dialogue.

Get someone on the line?

If they do answer, say something like: "*Hi this is Gabe at ABC team/realty. I wanted to make sure you're receiving the listings I'm sending you and if there are any adjustments I can make for you.*"

Text: *Gabe here, if you prefer text, let me know and I can keep you updated on your search.*

Email: *Did you get your saved searches email? Let's chat real quick to discuss how to improve that for exactly what you're looking for.*

Day Three

If on day three you still haven't connected with a lead, it's time to switch it up again.

Call: Don't leave voicemail!

Text: *Hey there, Gabe here, just wanted to see if there's any houses you'd like to walk through this weekend. Happy to schedule with you to find your next home.*

Email: *Did you know you can quickly save a favorite to a list that's always at your fingertips by clicking on the heart icon? I have several features built into my site abc.com that will make your home search easy and enjoyable. Let me know when you have a few minutes so I can show you all the other great features.*

Include a link to a listing your CRM showed you the lead was looking at recently. Ask to schedule a follow up call to discuss that listing, or perhaps a few similar to it. Just achieve those three personal touches a day. The method could and should vary. Send an email, a text, make a call. Due diligence will ensure you set them up for searches you think would work for them. Eventually, they are going to see a home they are extremely interested in — and you'll be top of mind when that happens.

Keep Up the Connection

If you're thinking...***That sounds like a lot of personal touches... for every single lead???!!***

The answer is yes, it is! And that's the point. To deal with the work during a varied, fast-paced day, set aside two hours in the morning and two hours in the afternoon to make these touches and interact with your leads. You will see the positive results when you regularly connect.

From the point you make a connection with your lead onward, you should continue your efforts to engage them. Keep your calls, texts and emails focused on how to find that person the perfect home. Establishing a trustworthy relationship takes time and multiple points of contact. So, don't give up. Once the lead is confident about you, your service and their level of interest in a home they will turn to you for the keys.

The Rule of Three increases the likelihood of breaking through the first connection barrier and having meaningful and helpful conversations about how you can help your lead buy their dream home. Take the opportunity to make a connection with your leads and make a lasting impression.

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3. Why does it work?

You might also think this level of contact with each and every lead that comes through is too much for the lead. The fear sounds something like this: ***Won't I annoy them? I'll turn them off to the idea of buying from me."***

But the reality is much less risky. If someone comes into your system as a lead, chances are they are interested in buying a home. People lead very busy lives, and most of the time they are juggling looking for a new home with the rest of their daily activities and work that needs to get done. Your job is to establish a connection, along with credibility, such that when they're ready to buy, they've developed that relationship with you and have the information you skillfully provided to meet their needs.

The keys to the Rule of Three that differentiate it from your normal sales pitch is the immediacy and consistency of contact, as well as the service mindset. The **service mindset** should permeate every touch you make with your lead. Think about the language you use on a normal voicemail. Maybe you lead with *Hi, this is Marcus from So-and-So Real Estate......* and you highlight how great you are at selling homes and invite them to give you a call back. Instead, keep the conversation focused on your prospective client and their goals. *Hi Tracey....* followed by your listing information. It's important to stay focused on what they want from the conversation.

This strategy works for agents who are crushing referral deals as well. The more leads you have coming in through referrals, the less time and energy you spend on leads coming in through other sources. This is great, but take a look at the leads you're missing out on. There may be quite a few. Don't make the mistake of avoiding leads just because you can't handle them. Either block off more time to return back to the basics, or take this as a push toward progressing your career and building a stronger team. If you had a team of agents, you could probably handle all those leads, and focus on closing even more deals than ever before.

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4. Close the deal.

Following the Rule of Three will jumpstart your interaction with leads, improve your close rate and continue to serve you as your career progresses. Don't be stressed about the amount of touches piling up. Filter your database to gain greater visibility into which leads are actively thinking about real estate, and then... speed to lead! Set aside the time to make those personal touches, vary your communication methods and style, and always — always! — lead with the service mindset. Don't think about how your lead will help you. Think about how you can help your lead.

The more you adopt these methods and tactics, the more deals you will see closing with clients in their dream homes, and the more you'll be able to grow your career and business. Now, go get those leads!

About the Author.

Gabe Cordova is an expert in residential real estate with 15+ years of sales success and notably sold over 800 homes in his last year as an agent. Gabe is now the President of Firepoint where he focuses on business development. Gabe has a special passion for sharing his knowledge with agents across the country working to empower them to embrace change and overcome some of the most common pitfalls encountered in the industry.

Acknowledgments & Appreciation.

I want to acknowledge and thank all the mentors and colleagues who helped to shape my thinking when forming this remarkably effective strategy. While there are too many people to list here, I wanted to extend my very special thanks to Michael Hellickson and the Club Wealth team for all of their valuable contributions in helping to develop, test, and create "The Rule of Three."

Firepoint was created by agents like you.

Our founders were frustrated with software that just couldn't keep up, so they decided to build a CRM that real estate agents would actually want to use.

We listened to agents, brokers, and loan officers to develop a one-stop resource that provides business performance insights, manages client relationships, and keeps teams of any size connected and productive.

Firepoint combined all the tools we needed in one system, and it worked — really well. Word spread and Firepoint became one of the most in-demand software solutions for real estate business intelligence on the market.

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