

Top 10 Roadblocks and how to overcome them

Roadblocks can stand in your way of being a top producer and may cost you your investment. It's best to proactively approach each situation to create the best outcome.

1. ONLY WANT MORE INFO ON THE PROPERTY

It's best practice to handle leads that "just" want more information by probing. Pause after every inquiry, then ask follow-up questions to better understand.

2. NOT READY TO TALK TO A REALTOR® YET

Empathize with your lead. Provide them with valuable information that helps them realize they need your help and offer up a plan of action.

3. WANT TO SPEAK WITH THE LISTING AGENT

They think the listing agent knows more about the listing. Do your research to show them that you know a lot about the listing too!

4. ALREADY WORKING WITH AN AGENT

Listen closely to their response when you ask how things are going with their current agent. After all, they submitted that online lead form for a reason.

5. INQUIRY ON PENDING PROPERTIES

Try to have this conversation over the phone; avoid telling them that "the listing is already under contract" via text, email or voicemail or the lead will slip away.

6. LEADS THAT COME IN AFTER-HOURS

If you're up, feel free to respond to late-night leads. If not, use auto-response technology to make sure leads are receiving a lightning-fast response.

7. MOBILE-HOME OR LOW-END LISTING LEADS

Avoid being presumptuous with this group. Set up a face-to-face meeting to help them pinpoint their affordability and explore available options.

8. WORKING WITH LEADS THAT ONLY WANT TO RENT

Educate rental leads on the benefits of home ownership. Assist them in making a long-term plan and stick with them along the way. Be there for them at the finish-line.

9. MANAGING NON-RESPONSIVE LEADS

Have a multi-touch approach in place for non-responsive leads, don't wing it! Use a mix of phone calls, text messages, voicemails, and emails to this group.

10. DEALING WITH LEAD FATIGUE

Successful lead conversion won't happen overnight. Stick with your process until it becomes second nature. Remember, practice makes perfect.