

# ReadyConnect Concierge

INCREASE YOUR ONLINE LEAD CONVERSION UP TO 5X!



# Agenda

- 1 **The online lead landscape**
- 2 **Introduction to ReadyConnect Concierge**
- 3 **Additional Resources**
- 4 **Q&A**



You need to be where the buyers are!

# Home search reality

- **44% of all home buyers looked online** as their first step in the buying process - compared to 17% that first contacted an agent\*
- **99% of Millennials search online websites** compared to 90% of Older Boomers and 70% of the Silent Generation\*\*
- Buyers that used an agent **typically spent 3 weeks** searching before they contacted an agent\*
- **50% of recent buyers** found their home through the internet - **compared to 32%** ten years ago, and 8% in 2001\*



\*Source: NAR: 2018 Profile of Home Buyers and Sellers

\*\*Source : NAR 2018 Real Estate in a Digital Age Report

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# Competition for leads

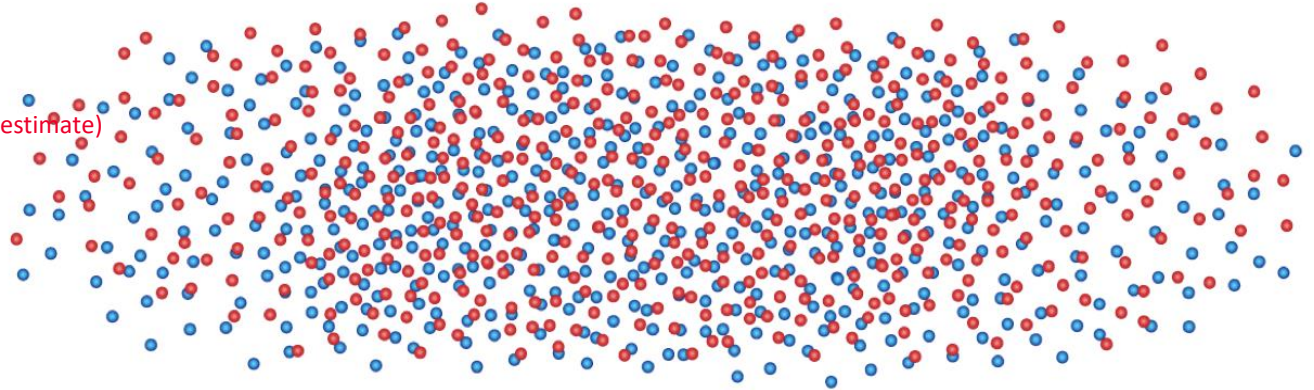
**4.5MM**

real estate leads generated (estimate)

vs.

**4.8MM**

annual home sales



**Leads vs. Home Sales in 2011**



Source: Move, Inc., 2017. Data includes assumptions on competitor lead conversion rates based on (a) Their traffic and page views growth (b) Move, Inc. internal metrics.

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# Competition for leads

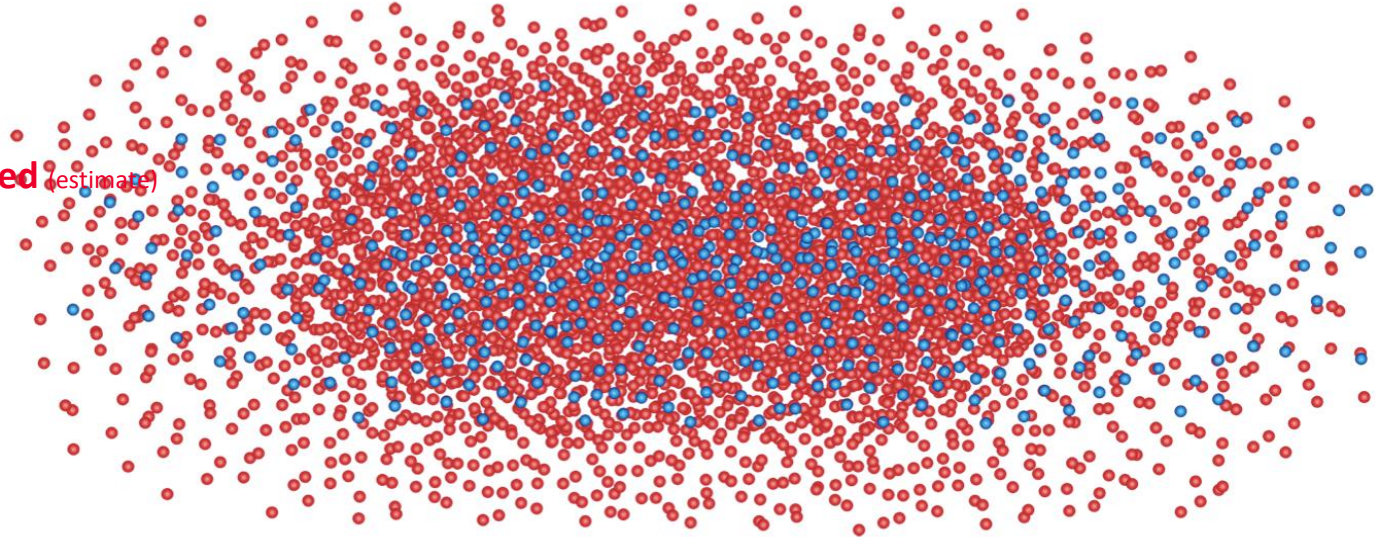
**170.3MM**

real estate leads generated (estimate)

vs.

**6.8MM**

annual home sales



**Leads vs. Home Sales in 2021**

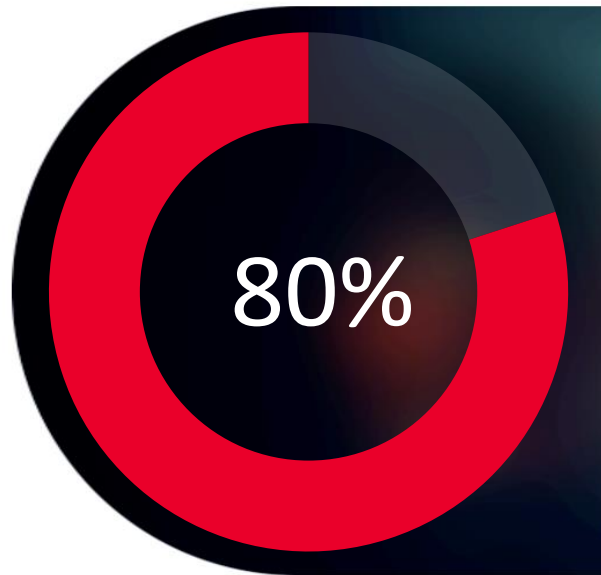


Source: NAR., 2021. Data includes assumptions on competitor lead conversion rates based on (a) Their traffic and page views growth (b) Move, Inc. internal metrics.

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# The challenge

Lead Qualification



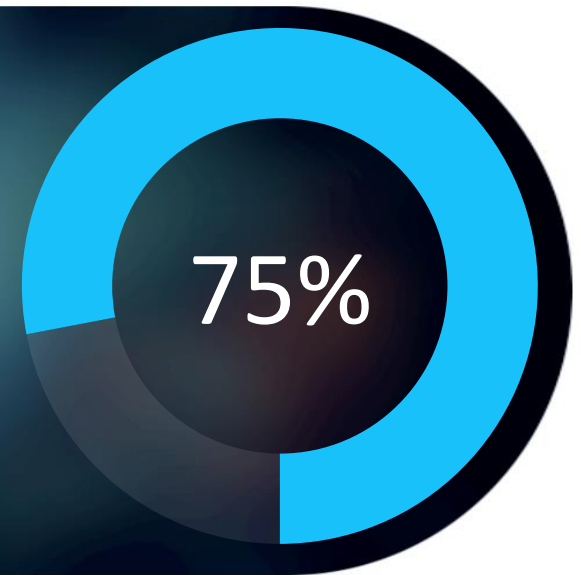
Lead qualification **drops by 80%** if contacted in **10 vs 5** minutes

Lead Conversion



Lead conversion **increases by 391%** if contacted within the **first minute**

Consumer's Response



**75%** of customers buy from the first agent they meet with\*\*



# The challenge

**Over half of the agents surveyed were unable to connect with the consumer that submitted the inquiry.<sup>1</sup>**

**Most real estate leads are contacted 1.5x before agents give up, but research shows it takes at least 6-9 calls to reach 90%.<sup>2</sup>**



Sources:

Agent CSAT, Lead quality study, July 2018

The Fast and the Frequent: How Speed and Persistency Closes Deals

InsideSales.com. January 2016



**ReadyConnect**  
Concierge's solution to converting  
online leads





**Our goal is to make the process of working and converting online leads easier for you so you can focus on what you do best – selling homes.**



**Increase your online lead conversion up to 5x!**



# How does ReadyConnect work?



We prescreen online real estate leads

And connect motivated buyers and sellers with agents

We provide the tools and processes to help your agents close more deals



Our team reaches out to consumers within

10 seconds

of online inquiry.



# We call consumers from

**8 - 9**  
A.M. P.M.

Local Time

**7**

Days a Week

**365**

Days a Year



## We collect key information, such as:

- Property preferences
- Price range
- Timeline to buy, sell, or lease
- Self-assessed credit level
- Availability for seeing property
- And more



## ReadyConnect Robin



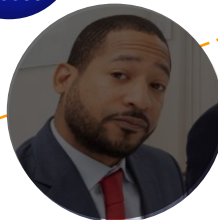
1st Agent  
shared access



2nd Agent  
shared access



3rd Agent  
shared access



## Consumer Charlie



**ReadyConnect only gets paid when  
your referral closes.**

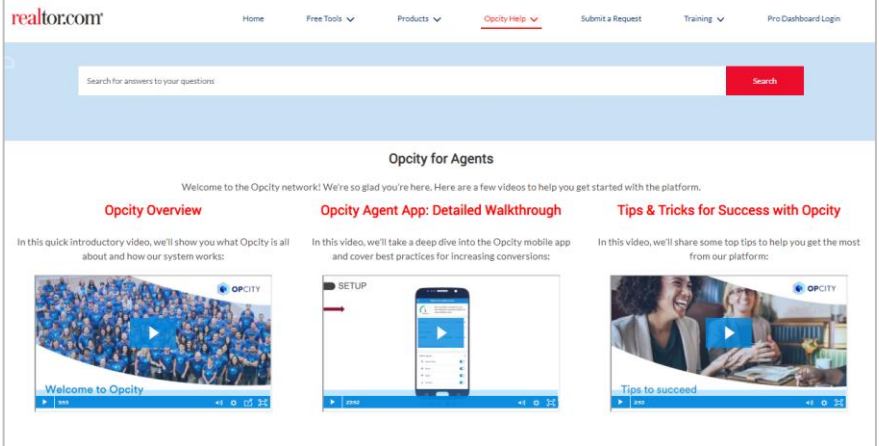
**We win when you win.**

\*See your broker for specific questions about your referral fee



# Additional resources

- ❖ **Realtor.com® profiles (free)**
- ❖ **Affordability Calculator:** [www.realtor.com/mortgage/tools/affordability-calculator/](http://www.realtor.com/mortgage/tools/affordability-calculator/)
- ❖ **Rent vs Buy Calculator:** [www.realtor.com/research/reports/rent-vs-buy/](http://www.realtor.com/research/reports/rent-vs-buy/)
- ❖ **Visit ReadyConnect Support:** <https://support.realtor.com/s/opcity-for-agents>
  - Scripts
  - Best practices videos
  - Agent score, Inbox & other new tools



The screenshot shows the Realtor.com Opcity for Agents support page. The header includes the Realtor.com logo and navigation links: Home, Free Tools, Products, Opcity Help, Submit a Request, Training, and Pro Dashboard Login. A search bar is located below the header. The main content area is titled "Opcity for Agents" and includes a welcome message: "Welcome to the Opcity network! We're so glad you're here. Here are a few videos to help you get started with the platform." Below this, there are three video thumbnails:

- Opcity Overview**: "In this quick introductory video, we'll show you what Opcity is all about and how our system works:"
- Opcity Agent App: Detailed Walkthrough**: "In this video, we'll take a deep dive into the Opcity mobile app and cover best practices for increasing conversions:"
- Tips & Tricks for Success with Opcity**: "In this video, we'll share some top tips to help you get the most from our platform:"





# ReadyConnect Success Team



**844-804-1849**

(Available 8am to 5pm Central Time, Monday - Friday)



# Questions



# Thank you



**Samantha Van Orman**  
Senior Manager, Business Development

