



AUDIENCE POLL

What Is the Conversion Rate for Your Real Estate Website?

- I have no idea.
- It's more of an "online business card".
- Less than 1%
- 2-5%
- More than 5%

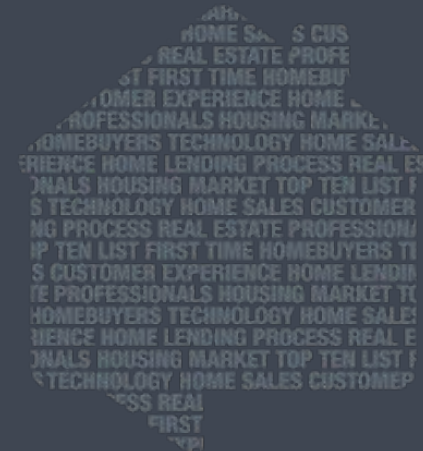


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JULY 2019



USE YOUR WEBSITE TO GENERATE MORE LEADS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S TRENDING NOW



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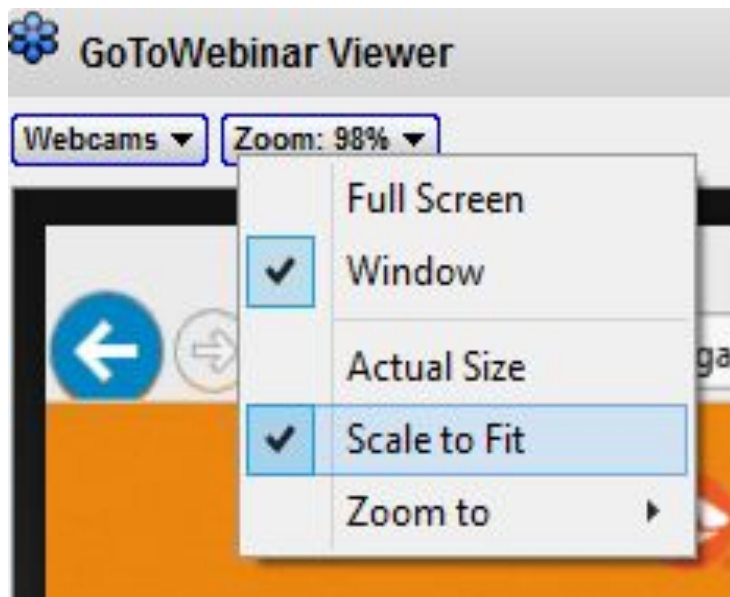
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What's Trending Now



WHAT'S TRENDING NOW



Important NOTE!
If you are NOT seeing the presentation at Full Screen please adjust the zoom on **your** GoTo Viewer window (see screenshot).



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WHAT'S TRENDING NOW



1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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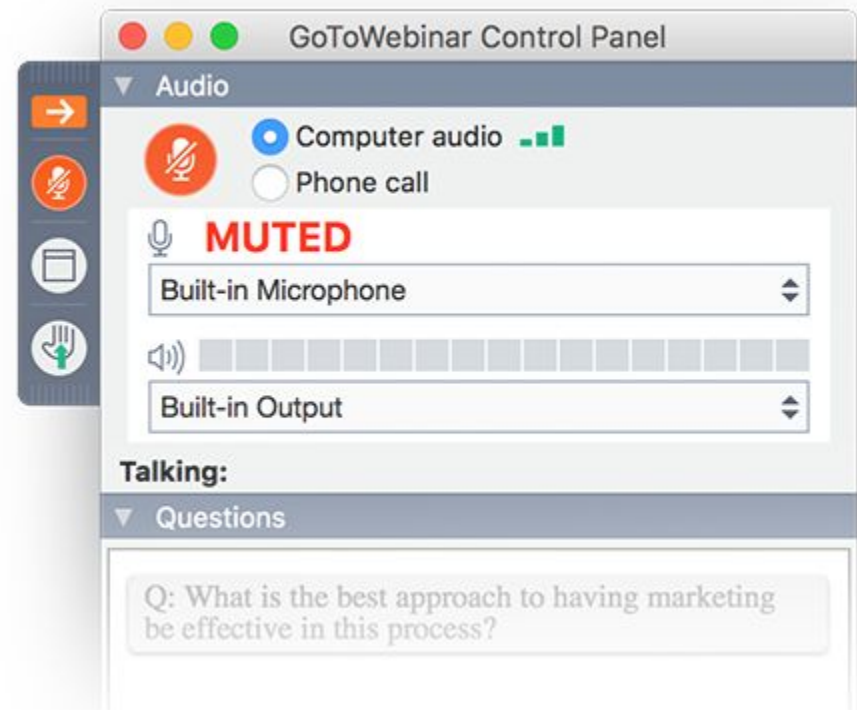


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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If we teach it on this webinar series, it's been



Tried



Tested



Approved



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AUDIENCE POLL

Poll Results



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DO YOU HAVE A SOLID FOUNDATION?

Is your website built to capture leads?



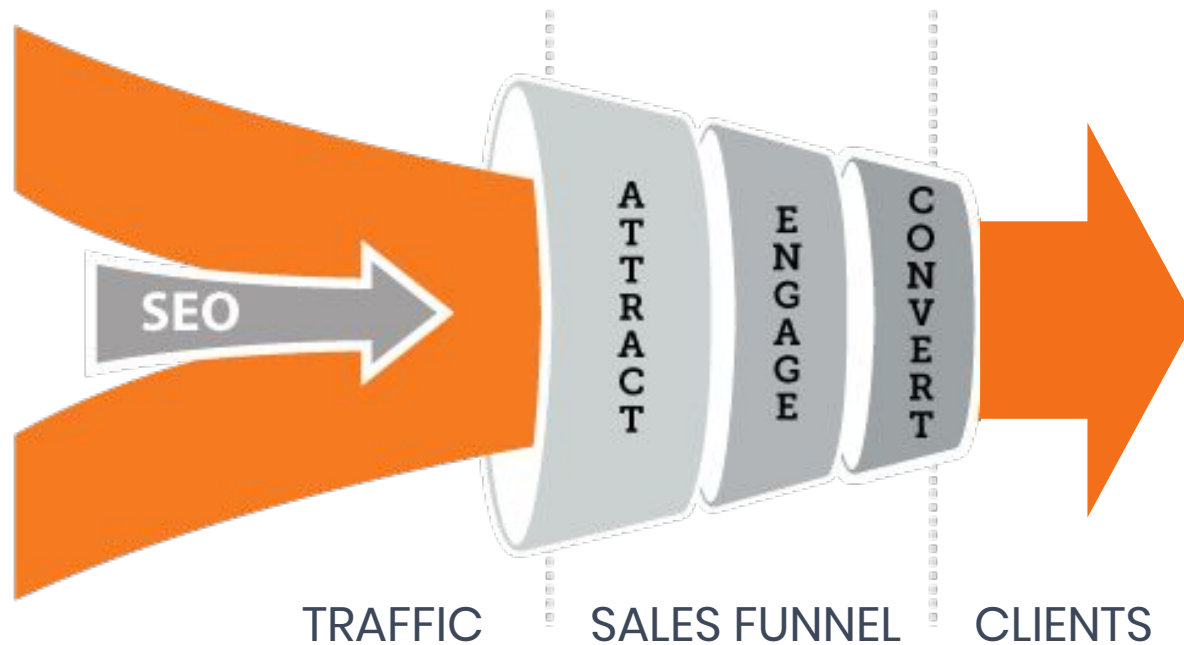
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FIRST, A LITTLE CONVERSION 101



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WEBSITES THAT CONVERT MUST HAVE...

- Modern Design
- Something Unique
- Responsiveness
- Fast Load Times
- Forms Done Right
- Landing Pages
- Videos
- Prominent NAP
- Live Chat/Facebook Messenger
- Facebook Pixel
- Updated, Original, Relevant Content
- Strong Calls To Action
- Simplicity



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NEWS FLASH!

CONVERSION IS JUST AS
MUCH ABOUT WHAT YOU
DO AS WHAT YOU HAVE.



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BEHAVIORS THAT CONVERT ARE...

- Avoid being distracted by non-ROI increasing activities/tasks
- Driving Traffic to Your Site
- Monitoring Conversion Data & Adjust
- Respond to Leads Quickly
- Systemize & Automate Follow Up

...MORE ON THAT LATER...



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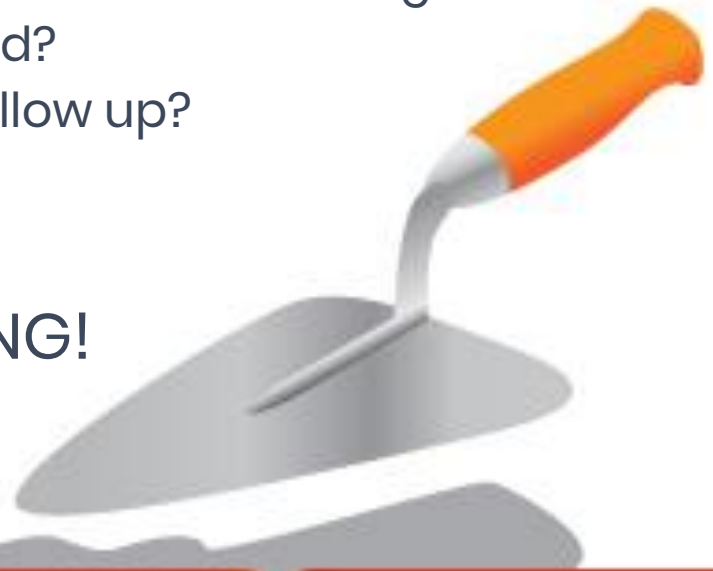




LOOK AT YOUR LAST 20 LEADS

- Did the site provide what they were looking for?
- Had they been to your site prior to converting?
- How quickly did you respond?
- How many times did you follow up?
- How were they treated?

DON'T KNOW? START ASKING!



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WHAT'S TRENDING NOW

MODERN DESIGN

UNDER PRESSURE
A VIRTUAL RESULTS AGENT PLUS™ THEME

CONTACT US TODAY
949.555.1212

HOME LISTINGS MARKET STATS COMMUNITIES LIST WITH US BLOG ABOUT US CONTACT

78950 Scenic Vista

Real Estate Search

Property Type
Commercial
Condo/Townhouse/Co-Op
Farm/Ranch
Lot/Land/Acreage

City
Laguna Beach
Dana Point
Portland

Price From To
Any Any

Beds Baths
Any Any

Min. Sqft
Any

Search

Latest Real Estate

Google
This page can't load Google Maps correctly.

Do you own this website? [OK](#)

1985 Sunny St Santa Monica, CA

\$1,099,000

Lot Size Home Size

How Buying a Home is Like Finding the Perfect Shoe

ADDED APRIL 14, 2012 150352375

The adage "one shoe fits all" does not work when buying a home. It doesn't work when shoe shopping, either, for that matter! Homes, like shoes, are very personal, and often emotionally-based purchases. Try as they might to create a home that will meet every need and every taste, home builders are aware that it... [Read More](#)

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LAGUNA BEACH NEWS

VIRTUAL RESULTS

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PROPERTY SEARCH
Find San Diego Homes

Community City, community, zip

Price Range
\$50K to \$50K+

of Beds
Studio

of Baths
Baths+

SEARCH

Quick Search : Laguna Beach Irvine Newport Beach Mission Viejo Lake Forest

Use the MOBILE APP
Get the latest updates
Get Market STATISTICS
Get the latest updates
For More Info
CONTACT US
Get an expert analysis of your home's worth

EXPLORE OUR COMMUNITIES

CHULA VISTA BONITA CORONADO LA JOLLA

ENJOY THESE HELPFUL ARTICLES

CHOOSING PAINT BY LIGHT DIRECTION
Light exposure in your room plays a large part in the visual drama of your paint colors. In rooms with multi-directional sun exposure...

5 TIPS TO KEEP YOUR HOME EASILY MAINTAINED
Summer is here and it's time to take a look around your home to see what, if any, preventative maintenance is needed. With this checklist...

WILL CREEPING MORTGAGE RATES AFFECT YOUR HOME?
Despite the fact that mortgage rates are slowly creeping higher, Freddie Mac reports that they are still low enough to allow high home...

BUYING & SELLING A "GREEN" HOME
While the decline in new home construction may have some looking "bored," those of you who embrace a "green" lifestyle will be excited to...

READ CLIENT REVIEWS

ALL I COULD HAVE HOPED FOR
"All it took was a brief description of how and why Virtual Results designed websites that work the way they do... they design and make changes based on Analytics. They watch what does and doesn't."

OUR CLIENTS ENJOY WORKING WITH US
Our clients enjoy working with us. Stay tuned for some wonderful reviews from some of the people we've had the pleasure to work with.

FEATURED LISTINGS

\$1,500 **\$1,000** **\$1,150** **\$1,800**

South Carolina South Carolina South Carolina South Carolina



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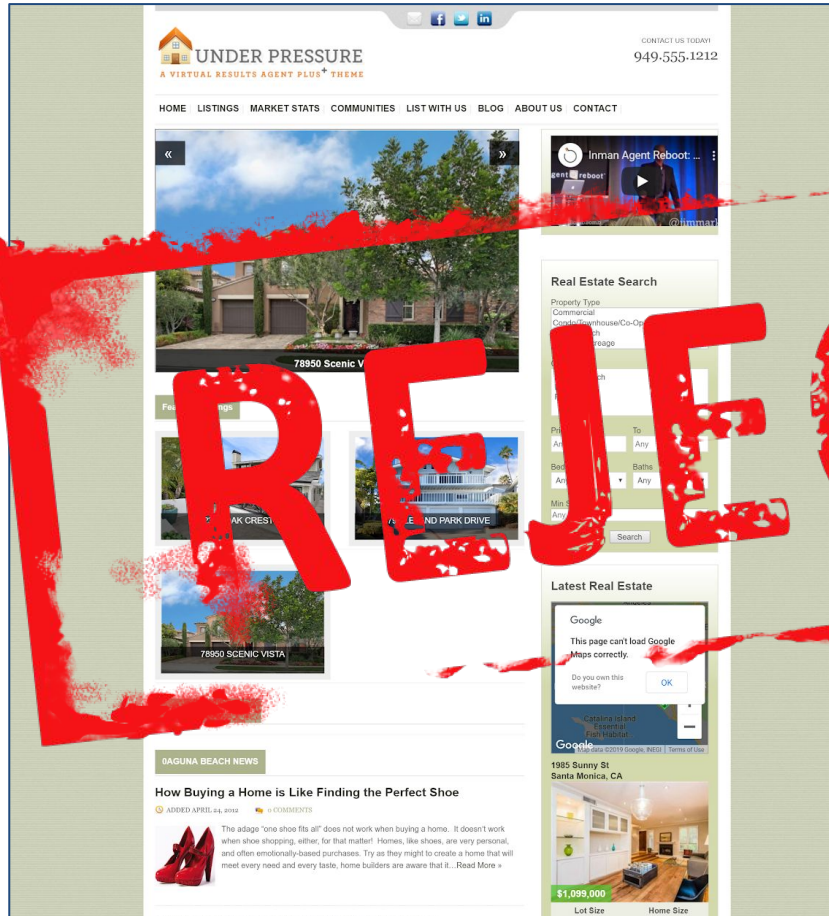


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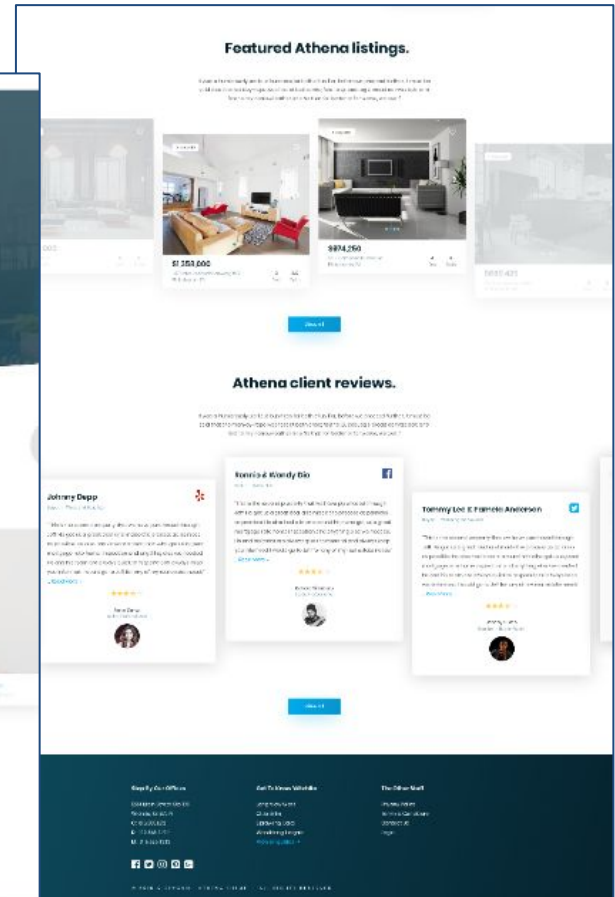
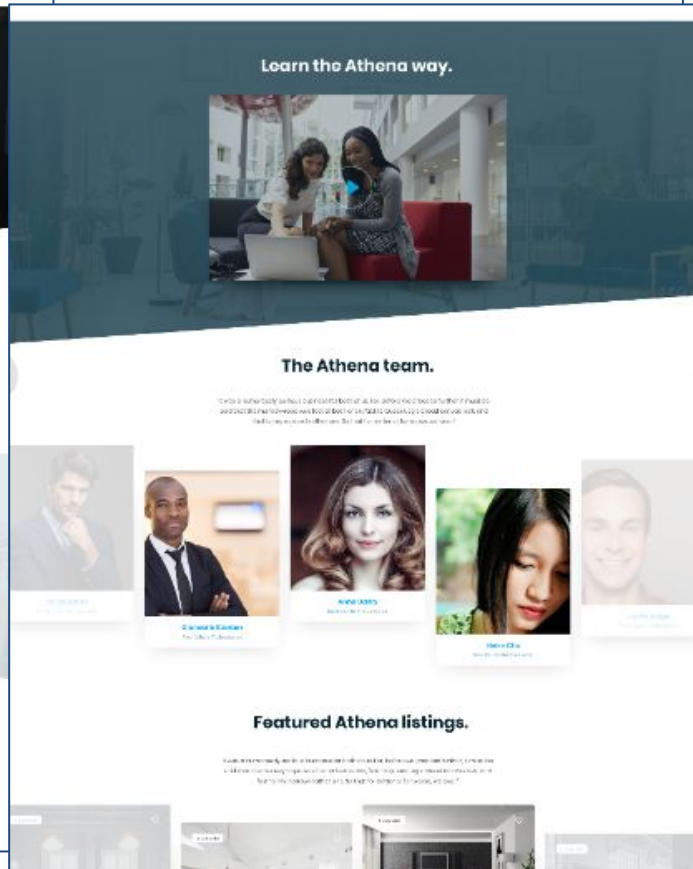
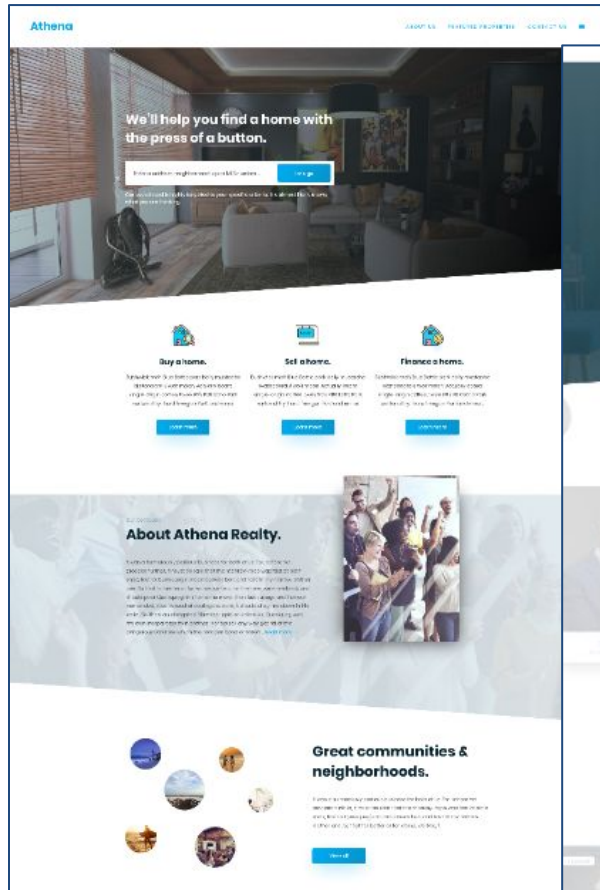


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WHAT'S TRENDING NOW

MODERN DESIGN > PROPERTY SEARCH

The screenshot displays a real estate search interface. On the left, a grid of four property listings is shown, each featuring a modern interior design image. The listings are for 1845 52nd Street, Apt. 1101, New York, NY 10101, priced at \$1,358,000 USD. Each listing specifies 6,725 SQ FT, 3 BED, and 2.5 BATH. A green banner on the second listing indicates an 'OPEN HOUSE: SAT, DEC 22 (3:00PM - 4:00PM)'. On the right, a map of New York City shows the location of the properties. A pop-up window for '888 7th Avenue, Unit 17' is displayed, showing a modern interior design and listing details: 6 BED, 3.5 BATH, 17K SQ FT, priced at \$19,745,000 USD. The pop-up also indicates an 'OPEN HOUSE Sun, Oct 7 (3:00 PM - 4:00 PM)' and includes an 'ADD' button. The interface includes filters for 'Sales', 'Rentals', 'Price', 'Size', and 'More', along with a 'SAVE SEARCH' button and a 'SAVED (14)' indicator.

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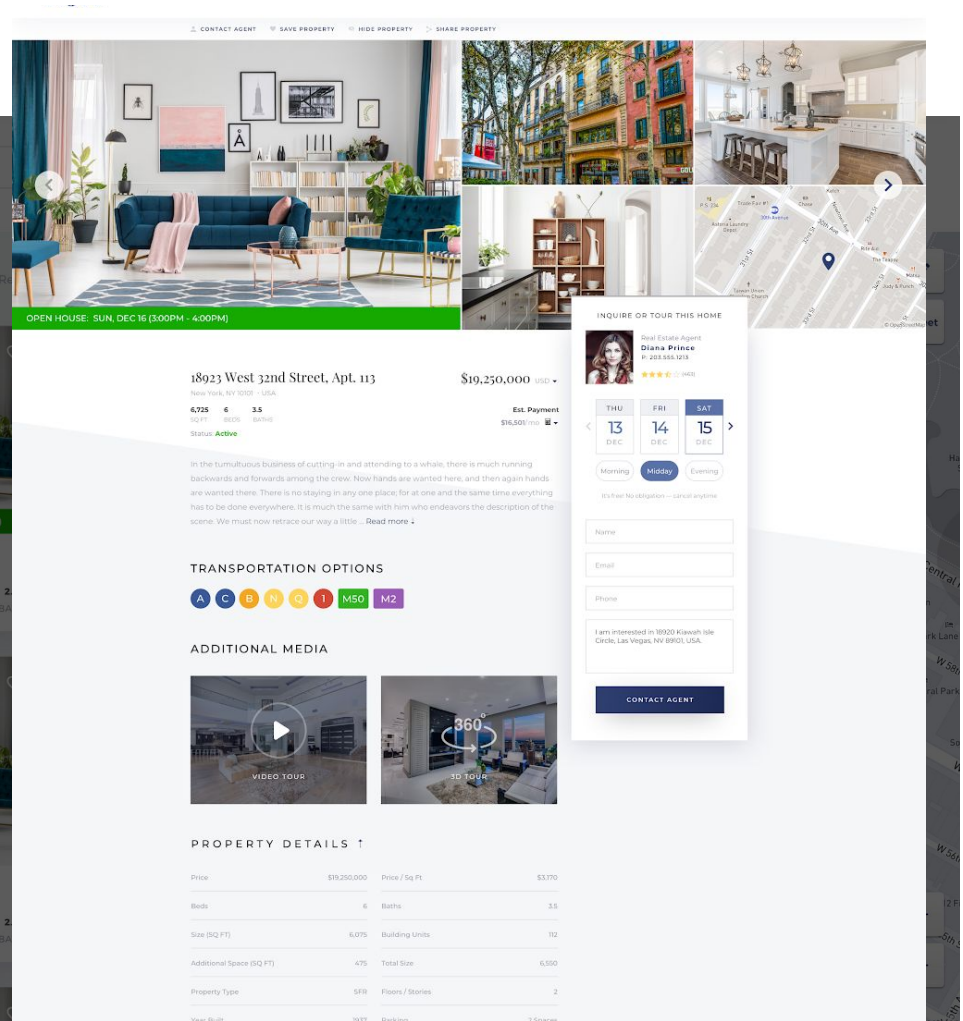
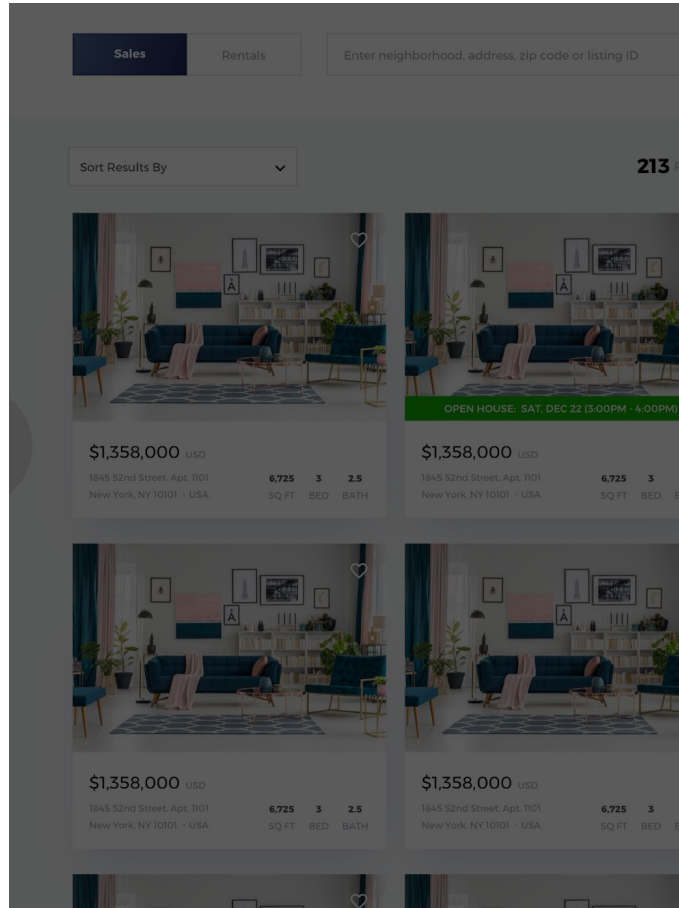


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WHAT'S TRENDING NOW

MODERN DESIGN > LISTING



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WHAT'S TRENDING NOW

SOMETHING UNIQUE

Most Common Real Estate Website Features:

Property Listings (92%)

Agent Staff Profiles (77%)

Mortgage/Financial Calculators (53%)

Community Information (52%)

Info on Home Buying/Selling Process (52%)

YOU?



WHAT IS UNIQUELY

SHOULD YOU HAVE THESE FEATURES? YES!

But what sets you apart from every other agent in your area? Check out your competition and offer potential leads something different, as well..



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WHAT'S TRENDING NOW

RESPONSIVENESS



YOU HAVE TO THINK MOBILE FIRST!

63% of all web traffic comes from mobile devices in the US, and the number is rising.



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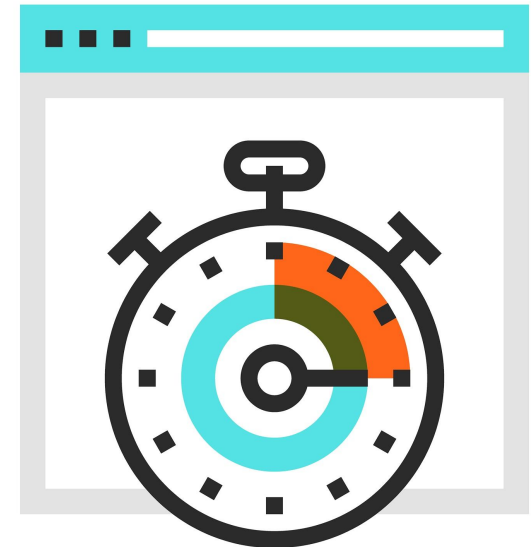


WHAT'S TRENDING NOW

FAST LOAD TIMES

Surveys have shown that 47% of internet users expect sites to load in 2 seconds or less and are likely to leave a site that takes over 3 seconds to load. Additionally, nearly 80% of consumers are unlikely to return to a site if they have experienced a delayed load time.

- ☐ Audit your site speed regularly (use Google PageSpeed)
- ☐ Use a website provider that uses a CDN (Content Delivery Network)
- ☐ Cache your web pages (use W3TotalCache for WordPress sites)
- ☐ Compress images and files
- ☐ Use external hosting platforms for videos



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FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

LONG FORM or SHORT FORM?

Often people feel forced to choose between lead quantity and lead quality. The best of both worlds exists within the framework of a 2-3 step form structure.

- ✓ Benefit oriented headline
- ✓ Benefit labeled button (never use “submit”, or “continue”)
- ✓ Make it easy for people to engage
- ✓ 3-4 fields on the first form
 - capture their interest
 - capture the absolute minimum of contact info
- ✓ Longer forms on the 2nd step



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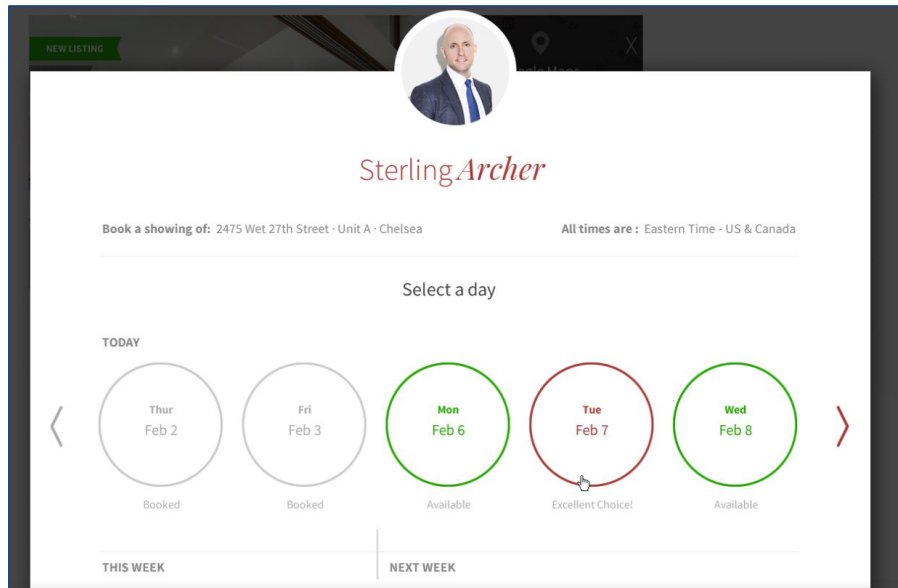
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FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

Two overlapping screenshots of a real estate booking interface. The top screenshot shows a calendar view with days of the week and dates. The bottom screenshot shows a time selection interface with a grid of time slots and a 'CONFIRM' button. Both screenshots feature a circular profile picture of a man in a suit and the 'SterlingArcher' logo. The interface is clean and modern, with a focus on user experience.

NEW LISTING

SterlingArcher

Book a showing of: 2475 Wet 27th Street - Unit A - Chelsea

Select a

TODAY

Thur Feb 2 Booked

Fri Feb 3 Booked

Mon Feb 6 Available

THIS WEEK

NEXT WEEK

Your showing of: 2475 Wet 27th Street - Unit A - Chelsea

All times are : Eastern Time - US & Canada

Scheduled for Tuesday
February 7, 2017

SELECT A TIME

UNAVAILABLE

9:30 AM

10:00 AM

10:30 AM

11:00 AM

11:30 PM

CONFIRM



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What's Trending Now



FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

NEW LISTING

SterlingArcher

Book a showing of: 2475 Wet 27th Street - Unit A - Chelsea

Select a date

TODAY

Thur Feb 2 Booked

Fri Feb 3 Booked

Mon Feb 6 Available

THIS WEEK

NEXT WEEK

Your showing of: 2475 Wet 27th Street - Unit A - Chelsea

Scheduled for Tuesday, February 7, 2017

SELECT A TIME

UNAVAILABLE

10:00 AM

11:00 AM

SterlingArcher

NEW LISTING

Your showing of: 2475 Wet 27th Street - Unit A - Chelsea

All times are : Eastern Time - US & Canada

Complete your booking

SHOWING DETAILS

Tuesday, February 7, 2017

10:30 AM

TRANSPORTATION OPTIONS

RIDE WITH UBER

YOUR INFORMATION

Enter your name ...

Your email address ...

BOOK SHOWING



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Find The Value Of Your Home

Get a comprehensive report in 35 seconds.



Let's get started ...

Enter your street address, city or zip ...

STEP 1 OF 3 →



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FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

Find The Value Of Your Home

Get a comprehensive report in 35 seconds.



Let's get started ...

Your Name...

Your Phone...

Your Email...

When do you want to sell property? ▼

VIEW REPORT →



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WHAT'S TRENDING NOW

LANDING PAGES

1. Remove any clickable item that isn't the CTA (nav, footer, etc)
2. Make the offer relevant to their experience in the sales funnel
3. If you have multiple sections on your landing pages, use the same call to action in EVERY section.
4. Engage Your Visitors First (quiz/poll with a “view the results” button).
5. Include a clear value proposition
6. Personalize! Include a person's location in your copy (Use GEO IP)
7. Prioritize your headline
8/10 will read your headline 2/10 will read the rest of the copy.
Use Numbers, aim for 6 words, match the headline to your content, & use power words.
8. Push notifications on squeeze pages and get people to opt in.
9. The more, the merrier – Don't stop at 1 landing page. Don't stop at 10.



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WHAT'S TRENDING NOW

VIDEOS

1. Video Testimonials are far more effective than text.
2. Prove Your Community Presence with Local Videos!
3. VLOG (Video Blog) – an easy way to increase engagement on your site.
4. Home Tours



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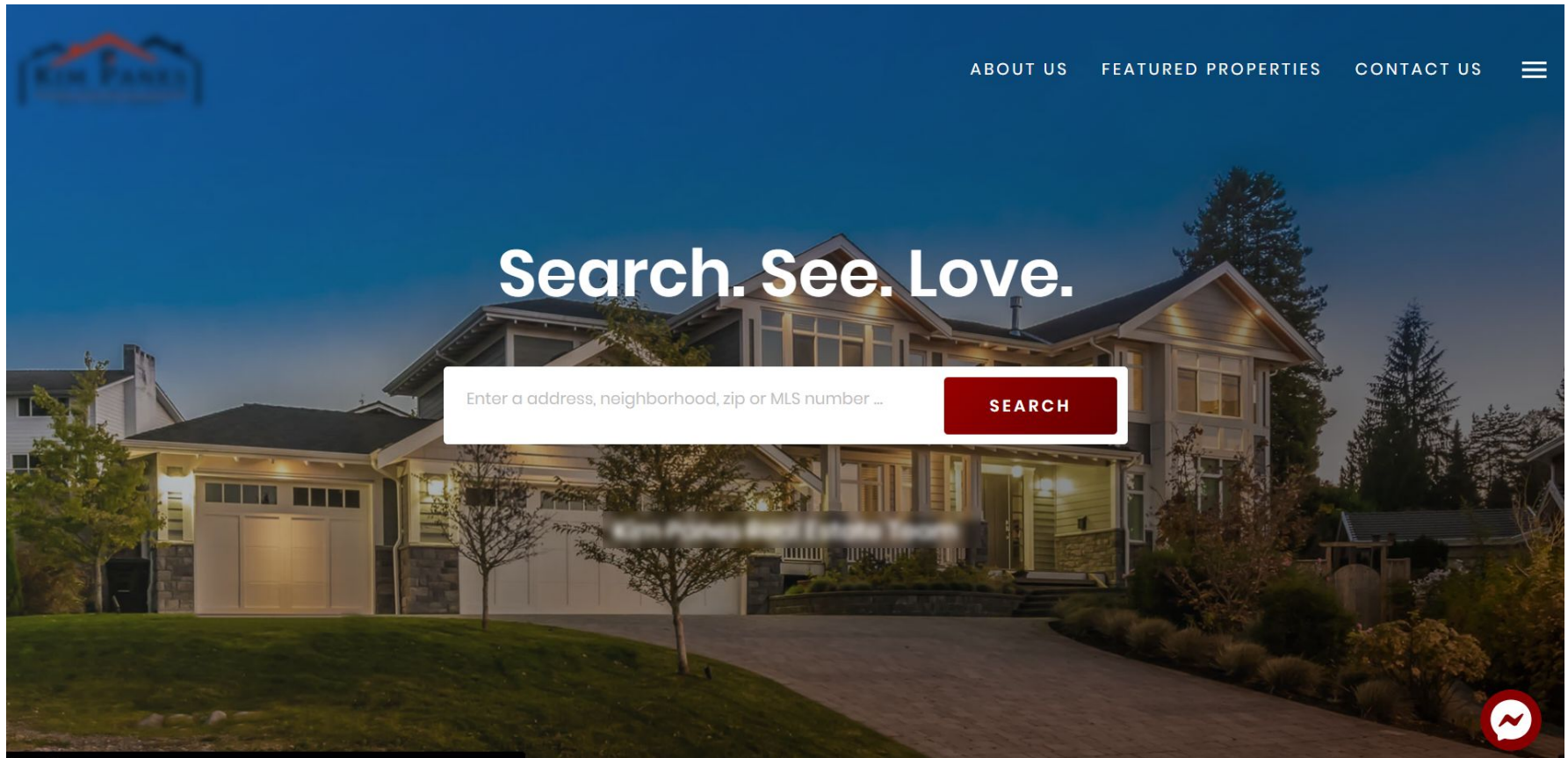


What's Trending Now



WHAT'S TRENDING NOW

LIVE CHAT/FB MESSENGER



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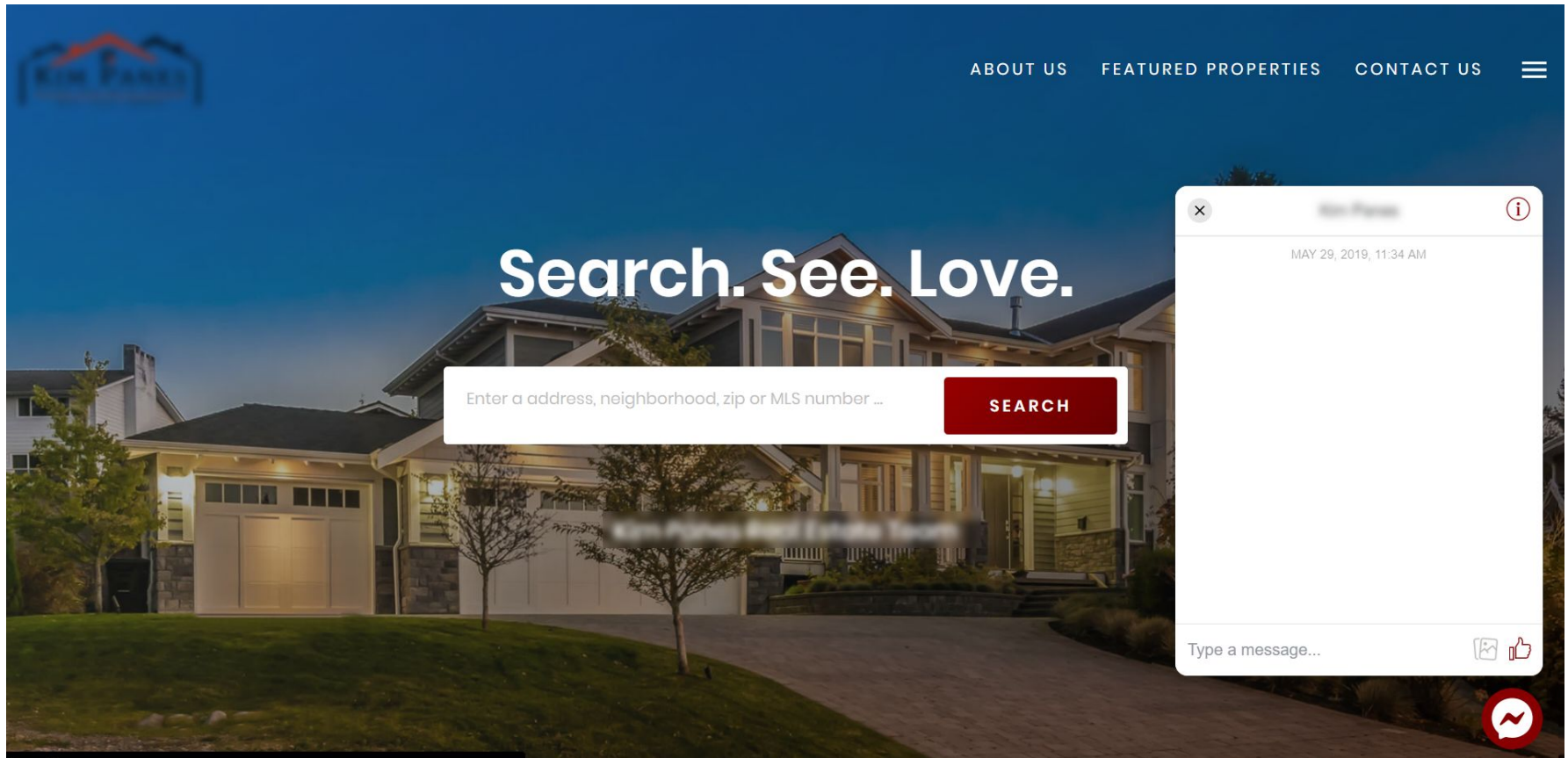


What's Trending Now



WHAT'S TRENDING NOW

LIVE CHAT/FB MESSENGER



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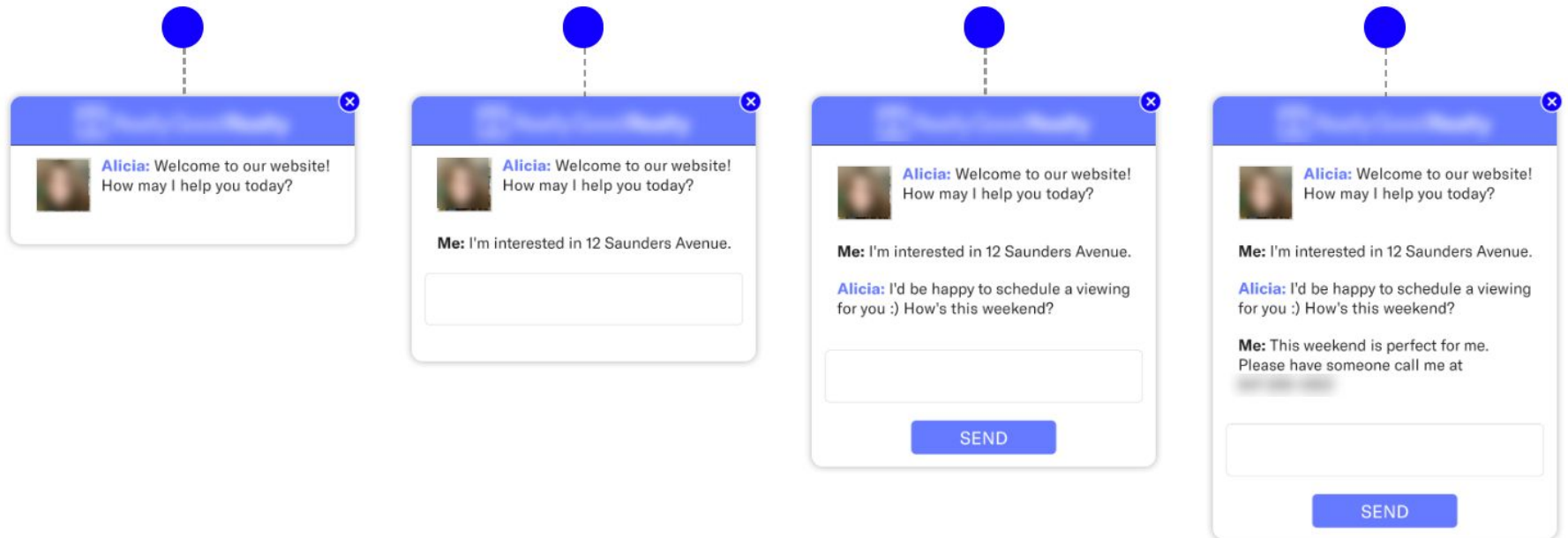
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LIVE CHAT/FB MESSENGER



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What's Trending Now



UPDATED, ORIGINAL, RELEVANT CONTENT

Content is KING, but so is context. You have to create a context for your site within your community. Influencers are still some of the most underutilized lead gen resources today.

- ☐ Make a list of the 25-30 community influencers in your area **with a strong following.**
- ☐ Follow them on social media.
- ☐ Subscribe to their blog.
- ☐ Promote their content, events, etc at least once per week.
- ☐ Establish yourself as a communication channel for important events and information.
- ☐ Content that matters to your community.
- ☐ Create a connection with PEOPLE that make a difference.



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STRONG CALLS TO ACTION

Most Common Real Estate CTAs:

- View Listings,
- Contact Agent,
- View Testimonial,
- Search the MLS,
- Get a Home Valuation

Make your Calls To Action:

- Simple & enticing
- Most Noticeable on a Page
- Extremely clear



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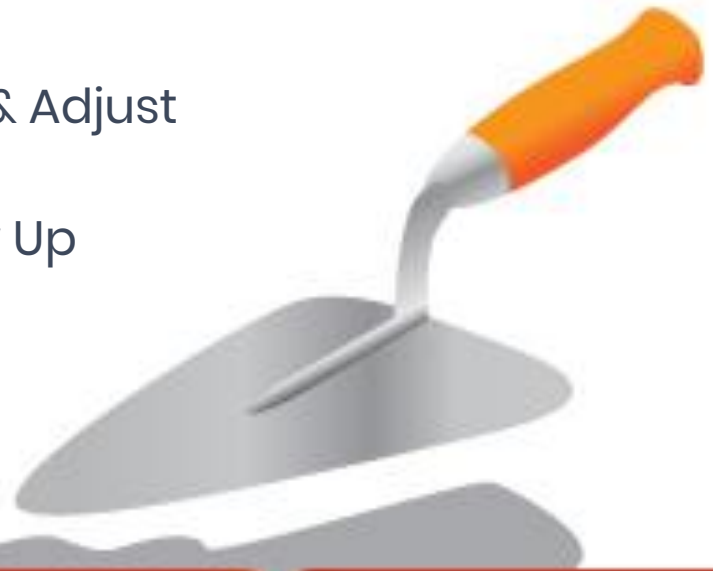
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BEHAVIORS THAT CONVERT ARE...

- Avoid being distracted by non-lead converting activities/tasks on your website.
- Driving Traffic to Your Site
- Monitoring Conversion Data & Adjust
- Respond to Leads Quickly
- Systemize & Automate Follow Up



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VALUELESS DISTRACTIONS

IF YOU HAVE MADE LEAD GEN A PRIORITY ON YOUR SITE, FOCUS ACTIVITIES RELATED TO YOUR SITE ON DRIVING TRAFFIC AND GAINING LEADS.

MONITOR DATA

DO YOU WANT TO SLEEP AT NIGHT? ARE YOU ROLLING THE DICE ON HITTING YOUR LEAD GENERATION AND SALES GOALS?. DO YOU FEEL IN CONTROL OF YOUR BUSINESS? DO YOU MONITOR THE DATA & ANALYTICS OF YOUR SITE VISITORS.

SYSTEMIZE/AUTOMATE FOLLOW UPS

MOST LEADS AREN'T VISITORS WHO HAVE CONVERTED ON THE FIRST VISIT. DO NOT BE THE BOTTLENECK IN YOUR OWN LEAD CONVERSION EFFORTS.



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DRIVE TRAFFIC

Have you Heard of the

Mere Exposure Effect?

People are willing to utilize companies with whom they are most familiar (familiarity builds to become trust)

The same works for your website. People are more likely to gravitate toward a website they are familiar with.

You have to promote your website.



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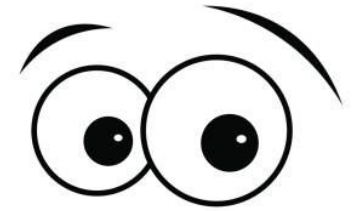


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WHAT'S TRENDING NOW

DRIVE TRAFFIC



What You Do To Drive Traffic Matters

You have to go where the eyes & ears are!

Include your website link on

- All Social Media Platforms
- All Social Media Posts (if possible)
- Signature
- All Print Marketing
- Directories & Agregators (that allow a website url)
- Internal Links (especially from pages that don't have strong lead capture incentives)



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What's Trending Now



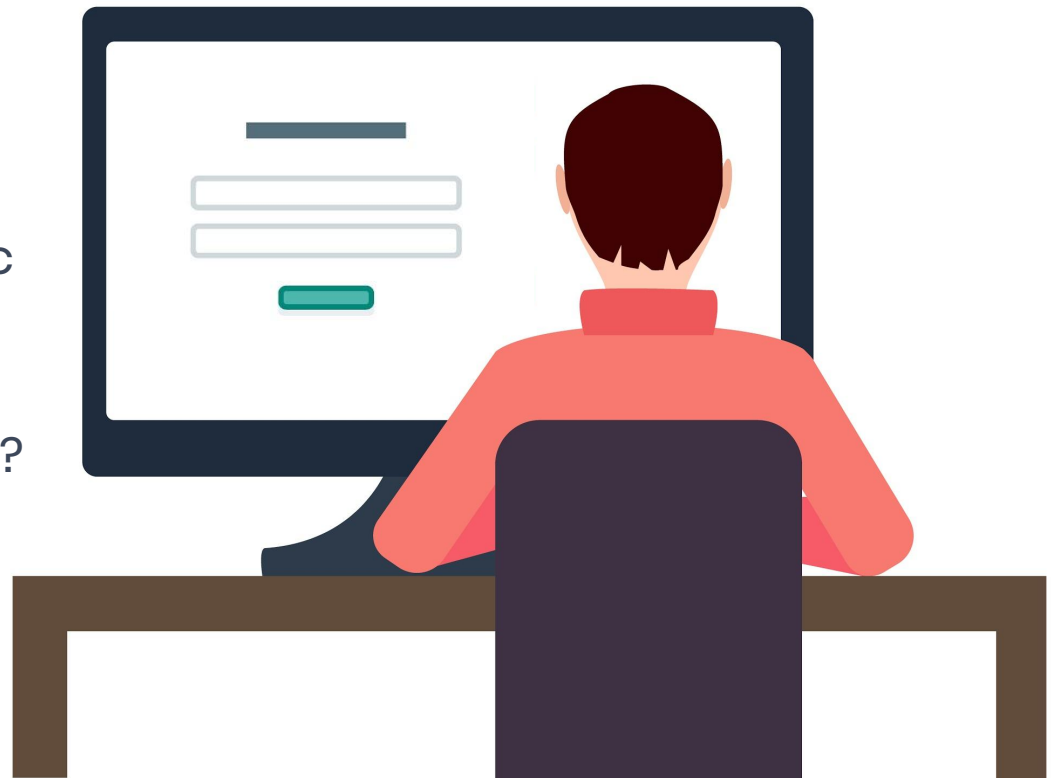
WHAT'S TRENDING NOW

DRIVE TRAFFIC

Where You Drive Traffic To

MATTERS!

What pages do you drive traffic to? Do those pages contain prominent lead capture opportunities, value & incentive?



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WHAT'S TRENDING NOW

RESPOND TO LEADS QUICKLY

THE ATTENTION SPAN OF AMERICA HAS CHANGED. WE NO LONGER HAVE TO WAIT. IMPATIENCE HAS BECOME OUR BASIC RESTING PULSE. TIME TO ADAPT.



YOU HAVE FIVE MINUTES TO
REPLY TO YOUR LEAD! GO!



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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Did You Know We Do This Monthly?

HOME SALES CUS
REAL ESTATE PROFE
ST FIRST TIME HOMEBU
HOMER EXPERIENCE HOME
PROFESSIONALS HOUSING MARKE
HOMEBUYERS TECHNOLOGY HOME SALE
EXPERIENCE HOME LENDING PROCESS REAL ES
ONALS HOUSING MARKET TOP TEN LIST F
S TECHNOLOGY HOME SALES CUSTOMER
NG PROCESS REAL ESTATE PROFESSION/
IP TEN LIST FIRST TIME HOMEBUYERS TI
S CUSTOMER EXPERIENCE HOME LENDIN
TE PROFESSIONALS HOUSING MARKET TC
HOMEBUYERS TECHNOLOGY HOME SALE
IENCE HOME LENDING PROCESS REAL E
ONALS HOUSING MARKET TOP TEN LIST F
S TECHNOLOGY HOME SALES CUSTOMER
ESS REAL
FIRST
TPI

**WHAT'S
TRENDING
NOW**

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
Support@virtualresults.com



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Notes and Replay from Today's Presentation

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View the Replay at
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