



# How To Quickly Generate **HIGH-QUALITY LEADS** Into Your Real Estate Team

For: Real Estate Team Leaders  
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I earned my real estate license in Michigan at the end of 2008. If you were selling real estate back then, you will remember that year clearly! I lived and worked in the Detroit area—ground zero for foreclosures and short sales.

I watched the market drop between '06 and '07, assuming it could only rebound soon. Boy-oh-boy was I wrong!

Many people were financially ruined, and job loss was at an all-time high. The unemployment rate was nearly 11% state-wide, even higher in the metro area. I lived and worked in Oakland County, which at one time was one of the wealthiest counties in the United States.

I persevered and sold houses through the Great Recession. The majority of buyers were only interested in deals, and Detroit was full of them! There were a plethora of bank-owned properties selling below \$100,000. The time I spent getting my client to the closing table was not worth the small commission I brought home.

But I was playing the long game.





I spent two years working through the darkest time in our housing history building a real estate business while maintaining a real estate marketing business. It was a chance for me to practice what I preached while proving my recommended marketing techniques worked.

And they did.

By the time I closed on a house with a high-profile media personality, I had to make a choice between my two businesses. I no longer had time for both.

You already know which business I chose, and it's a good thing for you that I did!

I began working in the real estate marketing industry in 1999 and officially opened CyberCletch in 2002. *I've been helping agents raise their online profile and build trust in their market so that home sellers and buyers call them first when they're ready to move.*

# The Never-Ending Search for Quality Leads

I recently had two clients call me on the same day. Coincidentally, both were real estate team leaders asking me to sit in on sales calls with two lead generation companies.

I've always believed in trying new things to test the results, but after both calls, I realized we were already doing the same thing, and doing it better.

And you can too!

As a team leader, it's your responsibility to bring in new leads for your agents. New business builds on the success of your past referrals, so bringing in fresh clientele is a key element in building a strong and successful real estate team.

You should always be on the lookout for the latest and greatest lead generating techniques.

Have you ever calculated how much money you've spent buying leads over the years?

Yeah, they worked at first, right?

"If you own your website,  
you can control your own  
lead generating."

But after the first quarter, the quantity and quality waned. Almost as if the company sent you their best leads up front. Then, they slacked off.

How many months did you keep paying for the service that stopped working long before you gave up and cancelled the contract? If you're like the realtors I know, the cost is in the tens of thousands of dollars. Some of these lead generating programs even required you to build a website with them!

How much time did you spend preparing the new website information, only to lose it when you moved to a newer system that falsely promised to be even more successful?

Likely, for less than you could have imagined, you not only could have built your own website, but you could have brought in your own leads with significantly less money.

If you own your website, you can control your own lead generating. Would you recommend someone rent long-term? That's what you're doing online if you offload your website to a company that generates templated websites. The same is true of your lead generation program.

*It's not too late to **invest in yourself.***





# Own Your Future

You may have saved yourself some time and money using these services, but you've given away all your statistics and the ability to promote what is uniquely you in your market area.

I have two clients who work in two different counties in Ohio. The ads we run in Franklin County get hugely different results than the ads we run in Delaware County; despite the fact their city centers are less than a 30-minute drive from one another.

The same is likely true for where you are.

You may be paying more per lead than you need to! Or worse, your leads may be given to your competitors instead because you've maxed out! Wouldn't you like to know how to change that?

Wouldn't you like to have the ability to tweak your ads so you can squeeze more leads out of your advertising dollar?

You can if you had access to your own lead data.

If a purchased system stops working, is the company going to tell you? Or will they keep collecting your money?



If your advertising plan is built specifically for you, you know immediately if a method ceases to bring in leads. This allows you to be more agile with your marketing plan, adjust it quickly, and waste fewer dollars.

Marketing is very cyclical, so you should count on tweaking your marketing plan every so often. The more responsive you are, the further your financial investment will go.

### Sample Ad Results:

\$21.85 1373 impr.	\$0.53 57 clicks	\$15 2 leads	\$30 \$30 total
\$22.14 2258 impr.	\$0.34 145 clicks	\$2.78 18 leads	\$50 \$50 total
\$13.22 3783 impr.	\$0.12 411 clicks	\$0.68 73 leads	\$50 \$50 total
\$19.16 2609 impr.	\$0.18 276 clicks	\$1.39 36 leads	\$50 \$50 total
\$28.11 1779 impr.	\$0.44 114 clicks	\$3.85 13 leads	\$50 \$50 total
\$31.33 1596 impr.	\$0.26 196 clicks	\$2.63 19 leads	\$50 \$50 total



# Invest in Your Business

Anyone can do this with some training and learning.

To get started on ads, such as with Facebook, you need to know a few things first.

Establish clear goals for each ad.

Create New Campaign Use Existing Campaign X

Choose a Campaign Objective  
[Learn More](#)

Awareness  
 Brand awareness  
 Reach

Consideration  
 Traffic  
 Engagement  
 App installs  
 Video views  
 Lead generation  
 Messages

Conversion  
 Conversions  
 Catalog sales  
 Store traffic

Cancel Continue

Yes, Facebook offers you some options for goals but you'll need to relate your goals directly to your business.



Are you targeting leads from listings? Attracting Buyers?

Do you want to educate people on the market? Or are you wanting to raise your team visibility in your market area?

1

You need to understand what happens to the lead after they click on your ad and ensure they have a well-thought-out journey to a specific goal, whether that results in them acquiring more information about a specific listing, a landing page, or a newsletter signup.

Don't just drop them on your homepage. Make the path to your goal clear.

2

Expect to advertise for longer than a few days to get the most out of the Artificial Intelligence algorithms.

3

Use Facebook's retargeting function to find those interested parties who visited your website and remind them about you so when they are ready to buy or sell, you are the one they reach out to.

Tip: Boosting a post on Facebook is not the same as using the Facebook Ads Manager. Ads Manager gives you more information and control but has a steeper learning curve. You will get a better return on your ad spend by using Ads Manager.



If you're wondering whether this type of lead generating system is right for your team, I'm available for a limited number of Strategy calls. We'll look at your business systems, market area, and competition to determine the best strategies for you to bring in more leads and skyrocket your sales. I'll provide you with a document of actionable steps after our call.

There's no obligation, but if you like what you hear and see, we can talk further. If not, the information is yours to keep. All it will take is 60 minutes of your time.

To get the most out of the strategy, you must be willing to invest a minimum of \$1000 per month into your own advertising campaign, be selling at least an average of 1 million in real estate per month, and you should be able to access the header of your website and have the ability to create additional pages and add plugins, if necessary.

To get started, [book a time on my calendar here.](#)

During the call, we'll talk about what worked or didn't work for you in the past, what assets you have to leverage, and how we can tweak your website for maximum results. In the end, you'll know how you can set yourself apart from the competition!

***Book your Lead Gen Strategy Session today!***





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**BOOK YOUR FREE STRATEGY SESSION NOW!!!**