

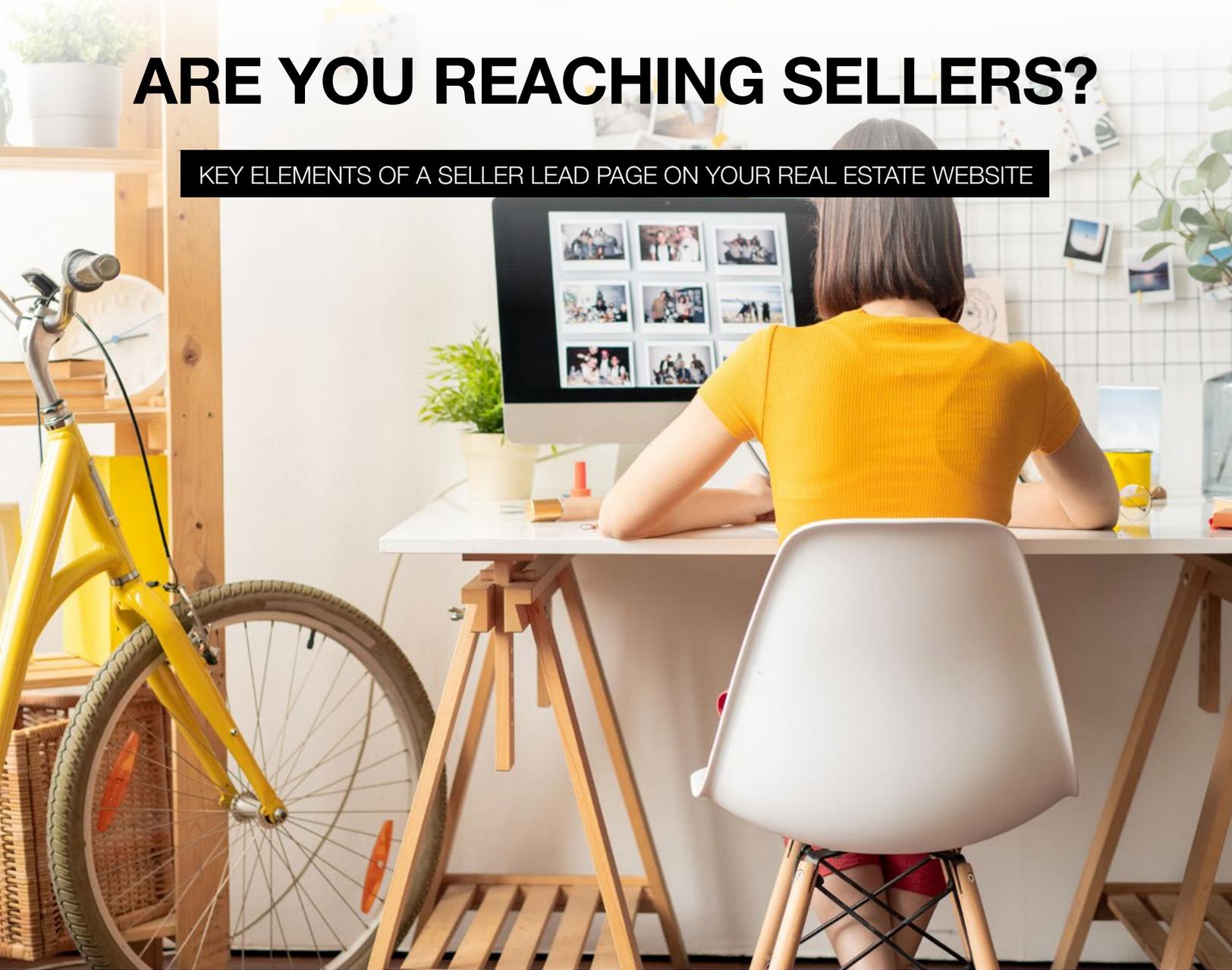


REALTRENDS
THE TRUSTED SOURCE

YOUR WEBSITE

ARE YOU REACHING SELLERS?

KEY ELEMENTS OF A SELLER LEAD PAGE ON YOUR REAL ESTATE WEBSITE



Written by Tracey C. Velt

Sponsored by:



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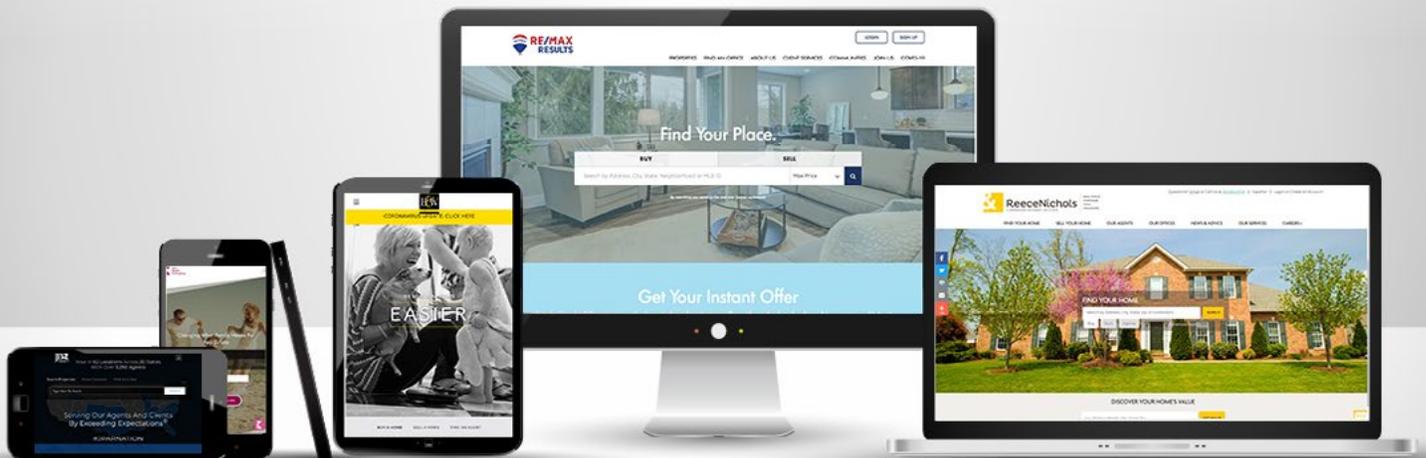
INTRODUCTION

The real estate industry is constantly evolving and changing, but one thing that isn't changing is the need for more listings. Inventory has been consistently low, yet most real estate brokerage websites focus on providing services to buyers. That's changing.

During the 2019 and 2020 REAL Trends website rankings, we came across many websites that included search experiences for both buyers and sellers. Now more than ever, it is important to address both sides of the market. No longer should you ignore your potential sellers who visit your site, but rather embrace the audience and give them an experience that shows how your brokerage can best serve them.

We set out to rate real estate brokerage's seller lead generation options and overall seller education offerings as well as their ease to guide a seller to those helpful tools and pages. There are key indicators you should look for when viewing a brokerage seller lead page, and with many of these indicators, you can enhance your seller lead's experience.

This whitepaper will explore those indicators and offer important information on how to boost your seller lead experience. We'll also feature two case studies from brokers who implemented a seller lead experience for their websites and found success.



BREAKING DOWN THE SELLER LEAD PAGE RATINGS

Below we've outlined the three categories (16 criteria) from our Seller Lead page ratings along with tips to improve your existing seller lead generation efforts:

1. TOTAL UX (TOTAL USER EXPERIENCE)

There are many components that produce a solid user experience when visiting websites, and a Seller Lead landing page is no different. The first would be the ability to guide users to answers that they seek while delivering a full experience, leaving the consumer trusting the brand as the reliable advisor.



Homepage Call-to-Action:

No matter the effort, a strong call-to-action helps guide your visitors to navigate the site that best suits their visit. When a seller visits your site, there should be a strong Call-to-Action guiding them to resources just for them.



Dedicated Page for Seller:

A large portion of the websites that we reviewed did not have a dedicated page for sellers. If there was a page, the content was static and dated. We'll get into content later, but a dedicated page for sellers is a must.



Mobile Friendly UI:

With the market constantly on-the-go, serving the seller market should have a mobile-friendly user interface that supports consumers. This includes speed and optimization across mobile devices.



Subscription Option:

Whether it's keeping top of mind with a potential or previous client, it is imperative to find ways to stay in front of them with relevant content. After all, according to a REAL Trends and Harris Insights Consumer Study, less than half of the consumers studied felt that a personal relationship with an agent was the most important reason they chose the person they did. That's likely because they never hear from their previous agent and the relationship is superficial. Subscription options are a great way for the brand and agent (next topic) to stay front and center until they are ready to sell. Of course, truly building the relationship through other means will have great impact as well.



Agent valuation pages:

Giving your agents the tools to win business and generate seller leads via a Home Valuation Site has been found to be effective in keeping your agents in front of your database and potential clients.

2. REPORT CONTENT

Content will always be important. With the availability of information and data these days, consumers are as educated and prepared as ever. It is not only important to provide the experience but to show value and insights into the market that the consumer otherwise may not have.



VISUALS

Visuals can stimulate emotion, especially when it comes to the largest investment most make—their home/property. Here is a great way to establish a positive connection with the potential client with imagery of their property/neighborhood.



QUALITY OF CONTENT

AVMs: With the introduction of Automated Valuation Models (AVMs), consumers now expect instant valuations of their property. Including at least one AVM is a terrific way to provide value to your potential clients motivating them to revisit so they may keep an eye on their biggest investment (subscriptions that automatically update the client are even better; see above!)

BUYER DATA: Most brokerages have a handle on their listing inventory. Do you have a handle on your buyer inventory? How about demand metrics? Wooing potential sellers with your grasp on demand and buyer activity as it pertains to their property is a great way to flex your data muscles.

FEATURED BUYER DETAIL PAGES: I'm sure you've heard this before: "Does your brokerage work with buyers? Do you have buyers for my property? If so, show me!" Demonstrating the ability to show buyers that are looking for similar properties is a way to entice the potential seller to reach out.



SUPPLY SIDE DATA

Don't leave out the other half of the market—supply side data. Showing recent nearby sales activity gives the homeowner insight into what is selling nearby and for what price.



NUMBER & TYPE OF CTAS IN THE REPORT

There is a line to walk, but the brokerage must have ways for the homeowner to be converted to a lead. Having well-placed Calls to Action (CTA) is key to generating the lead.



LENGTH OF CONTACT US FORM

Getting the homeowner to click on the 'Call To Action' button is only half of the battle. Your Contact Us form should be short and simple. By doing so, you'll find higher quality contact information left behind compared to a long and arduous form.



MY EQUITY TOOLS

This is the newest trend in valuation reports. Keeping track of your equity via tools has shown some of these reports to be one-stop shopping when it comes to insight into your investment. Be on the lookout for equity tools!

3. BRANDING

Brand recognition is important and must be considered when extending the brand's offerings. The branding must be consistent when marrying the UX from the Homepage through the seller lead generation process on these (landing) pages. We rated based on the presence of a few key components:



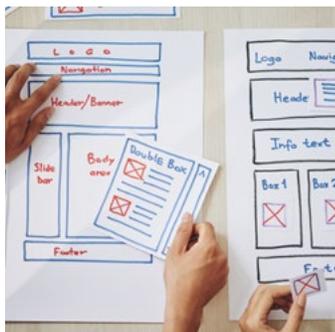
BROKERAGE LOGO:

The goal is to have the consumer relate powerful relevant data to your brand. Your logo should have a strong presence on your seller lead page as it likely does on your homepage.



BROKERAGE COLORS:

Along with the presence of your logo, your colors draped over the report is also helpful in branding.



SEAMLESS HEADER/FOOTER WITH MAIN HOMEPAGE:

Ultimately, you want as smooth of a transition/navigation of your site as possible. Having consistency in headers and footers is a great start.

RANKING THE TOP 25 WEBSITES

BY SELLER LEADS



Company Score

Visuals (+5)
AVMs (+5)
Buyer data (+5)
Featured Buyer Profiles (+5)
Supply side data (+5)
Number & Type of CTAs in the report (+5)
My Equity Tools (+5)
Homepage Call-to-action (+5)
Dedicated Page For Sellers (+10)
Mobile-Friendly UI (+10)
Subscription Option (+10)
Agent HVS Pages (+10)
Brokerage Logo (+10)
Brokerage Colors (+5)
Seamless Header/Footer (+5)

Company	Score	Visuals (+5)	AVMs (+5)	Buyer data (+5)	Featured Buyer Profiles (+5)	Supply side data (+5)	Number & Type of CTAs in the report (+5)	My Equity Tools (+5)	Homepage Call-to-action (+5)	Dedicated Page For Sellers (+10)	Mobile-Friendly UI (+10)	Subscription Option (+10)	Agent HVS Pages (+10)	Brokerage Logo (+10)	Brokerage Colors (+5)	Seamless Header/Footer (+5)	
ReeceNichols Real Estate	95	5	5	5	5	5	5	5	0	10	10	10	5	10	5	5	5
Baird & Warner	95	5	5	5	5	5	5	5	0	10	10	10	5	10	5	5	5
JP & Associates REALTORS	95	5	5	5	5	5	5	5	0	10	10	10	5	10	5	5	5
RE/MAX Results	95	5	5	5	5	5	5	5	0	10	10	10	5	10	5	5	5
The Keyes Company	93	5	5	5	5	5	5	5	0	7.5	10	10	5	10	5	5	5
BHHS Arizona / Nevada / California Properties	93	5	5	5	5	5	5	5	0	7.5	10	10	5	10	5	5	5
Allen Tate Companies	93	5	5	5	5	5	5	5	0	7.5	10	10	5	10	5	5	5
BHGRE Metro Brokers	93	5	5	5	5	5	5	5	0	7.5	10	10	5	10	5	5	5
BHHS Florida Realty	93	5	5	5	5	5	5	5	0	7.5	10	10	5	10	5	5	5
Ebby Halliday, REALTORS	91	5	5	5	5	5	5	5	0	6	10	10	5	10	5	5	5
BHHS Fox & Roach, REALTORS	90	5	5	5	0	5	5	5	5	5	10	10	5	10	5	5	5
Latter & Blum Companies	90	5	5	5	5	5	5	5	0	5	10	10	5	10	5	5	5
Crye Leike REALTORS	90	5	5	5	5	5	5	5	0	5	10	10	5	10	5	5	5
Intero Real Estate Services	90	5	5	5	5	5	5	5	0	5	10	10	5	10	5	5	5
RE/MAX Alliance/Equity Group	90	5	5	5	5	5	5	5	0	10	10	5	5	10	5	5	5
McColly Real Estate	90	5	5	5	5	5	5	5	0	5	10	10	5	10	5	5	5
HUNT Real Estate ERA	88	5	5	5	5	5	5	5	0	7.5	10	5	5	10	5	5	5
Howard Hanna Real Estate Services	88	5	5	5	5	5	5	5	0	2.5	10	10	5	10	5	5	5
BHHS New England Properties	87	5	5	5	0	5	5	5	0	7	10	10	5	10	5	5	5
Douglas Elliman Real Estate	81	5	5	5	0	5	5	5	0	1	10	10	5	10	5	5	5
Cloud Real Estate	73	5	5	2.5	0	5	5	5	0	5	10	10	5	0	5	5	5
Real Estate One	61	2.5	2.5	0	0	5	3	5	0	7.5	10	5	5	0	5	5	5
Iowa Realty	60	2.5	5	0	0	5	2.5	5	0	10	10	5	0	0	5	5	5
Premier Sotheby's International Realty	60	2.5	5	0	0	5	2.5	5	0	10	10	5	0	0	5	5	5

Based on our website rankings, these two companies stood out as examples of well-done and well-rounded websites, which include tools for both buyers and sellers. We spoke to them about their experiences with Buyside's seller lead tools and lessons learned in the process.



HOWARD HANNA REAL ESTATE SERVICES

Fast Facts

7,000

unlisted valuations in four months
representing **\$1.9B** in potential volume

596

turned into active listings
representing **\$165M** in listing volume

242

have already closed

= \$59M

million in closed volume

CRYE-LEIKE,[®]
REALTORS[®]

CRYE-LEIKE REALTORS[®]

Fast Facts

28%

conversion rate on leads
generated/captured by their HVS

1,124

leads captured in 2019
\$270M+ in potential listing volume

Valuation Attempts + Leads

= 8,032

\$2B+ in captured volume



BUILDING A COMPLETE COMPANY SITE

With a website that consistently gets around 20 million unique visitors each year, Howard Hanna decided the time has come to offer more than just listings and buyer information. Here's how they did it.

"At its core, our website was set up years ago to create an interactive experience for the consumer, offering listings, the ability to schedule a showing, 360-degree tours, community and school information, and allowing buyers to interact directly with the listing agent—a very hyperlocal experience," says Hoby Hanna, president of Howard Hanna Real Estate Services, serving nine states: Indiana, Maryland, Michigan, New York, North Carolina, Ohio, Pennsylvania, Virginia, and West Virginia.

They expanded the site to include mortgage calculators and unique programs offered by their mortgage company. Then, says Hanna, "We linked to an automated valuation model with Zillow and E-Appraisal to allow sellers to find out how much their home is worth. Our message was, 'This is great info, but you need to talk to an agent because these AVM models aren't always accurate.'" Always looking for a better way to do things, Hanna and his team looked into Buyside. "We liked the enhancements they offered, and that they synced with the Moxi cloud. To be able to link the lead management data back to our CRM allows us to keep our agents at the center of that dialogue."

REVERSE PROSPECTING

Because Hanna's site caters to both buyers and sellers, they can match buyers to consumers "who are already out there with Howard Hanna and Buyside. We can say, 'Well, this is how many people that we put into the Buyside platform, and these are people interested in those price points based on those who went throughout the website,'" says Hanna. Because Buyside can incorporate RealScout and ShowingTime data into the platform, "We can show how many showings a property is getting and tie it back to the price plan," says Hanna.

"I'd argue right now that as an industry, I'm not sure if anyone wants more buyer leads. We figured we have this great website with a tremendous amount of traffic, and we put money into it, why not drive the listing opportunities? Why does the industry put so much focus on using their websites to garner buyers?" he says.

PANDEMIC PAUSE

Originally, Hanna planned to launch Buyside in February 2020, "but we paused with the pandemic. We decided to launch it company wide no later than April 1. We figured that this would be a major driver to virtually train our agents on this and engage customers about the home valuation process with the stay-at-home orders."

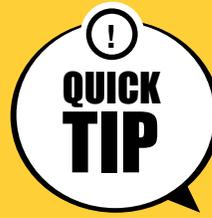
SUCCESS

In March through July 2020, Howard Hanna had 26,664 valuation attempts, added 37,055 buyers to their database, and created 9,246 broker's market analysis (BMAs.) "We're getting more listing lead information than before implementation, and we're seeing our agents using social media to push out information about the Buyside tool. Because of that social media interaction, we've seen a 10% increase in website traffic in May through July and found out that a big chunk of it was coming in through our What's My Home Worth valuation page," he says.

The key to super success, says Hanna, "You must have good calls to action, and you must take the time to put as much data into your system as you can so you can build that relationship management side and refine it."

“

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HANNA'S TIPS FOR MAKING THE MOST OF YOUR HOME VALUATION TOOL

1 DEVELOP A CALL TO ACTION

"Our call to action is to talk to a Howard Hanna Realtor® who can help potential sellers understand the reports that they accessed. We got aggressive with that message," says Hanna. "We assumed that many people would not be happy with their valuation, based on how people react to Zestimates, so our call to action is 'If something doesn't seem right or you have questions about this valuation, click here to have a Realtor® call you,'" he says.

2 OFFER IT FOR FREE.

"If you make somebody register, they feel like it's not a free tool. We removed the registration and found that the number of people looking for evaluations went up. People quickly claim their home as their own and get into some of the gaming in the tool, such as 'How would my value change if I redid my kitchen,'" he says.

3 CONNECT YOUR DATA.

"Brokers are sitting on a lot of data. We didn't launch Buyside right away because we wanted to figure out how to connect all the data that we have to make the most of the new data from Buyside," says Hanna. He says they took an active role in working with Buyside to "open the architecture to incorporate RealScout feeds, Moxi's CRM and mortgage company information," he says. "One of the pieces we worked toward is making the Moxi-engaged CRM platform part of the tool so we can show active buyer flow in our CRM." The end goal: "We can work with Buyside to score the buyer and get to the point where we, in a specific Howard Hanna network of agents, have 20 buyers who score high on these listings, we can tell which houses they've seen and which open houses they visited. We can tell when Howard Hanna Mortgage pre approves them. It allows us to score how active each buyer is and determine the serious buyers with the buyers who are a few months out."

A MORE HOLISTIC VIEW OF LEAD GENERATION



With a half million listings on their website and a footprint covering 40 MLSs and close to 20,000 in-house listings, Crye-Leike wanted to think beyond what is offered traditionally on brokerage websites. “We were offering value to buyers through the listings, but what about sellers?” says Gurtej Sodhi, chief information and operations officer for Crye-Leike in Nashville. That’s why, three years ago, they implemented Buyside.

“We rolled out Buyside at our annual conference in October 2016,” says Steve Brown, president of residential real estate for Crye-Leike. “We had no idea that the listing side of the business was going to contract to the extent it did. We get buyer leads by offering services to buyers, such as a home search. We hadn’t properly addressed seller leads until we implemented the “What’s My Home Worth” tool from Buyside. That was a gaping hole in our lead generation system.”

The same day they rolled it out, an enterprising agent posted the tool to social media. “She said, ‘If you’re interested in knowing what your home is worth, click here and contact me if you need help,’” says Brown. “She got a lead while she was at the conference. She went on to list and sell that property.”

E-Commerce

“AVMs are fine, but how can we take it to the next level? We look at e-commerce or online as an additional channel of doing business, and Buyside plays a fairly important role in that in terms of providing value that isn’t necessarily self-service,” says Sodhi. He explains it this way, “It’s great for a seller to know their house is worth X number of dollars, but it’s even better to know that Crye-Leike has 50 buyers currently looking in that price range.” To do that, Crye-Leike collects data from various sources, including from Buyside. “We have a feed from our appointment center—appointments are indicators of activity. Then, we use algorithms that Buyside has developed over time to provide heat maps that show buyer activity or buy availability based on several areas of data input,” says Sodhi.

Corporate Leads

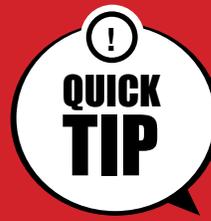
While agents can include the Buyside tool on their sites, Crye-Leike also has the tool on its corporate site. “The corporate leads come on our website,” says Brown. “We have people seven days a week who are monitoring incoming inquiries. They take the leads and send them to our e-customer care team.” He notes that “The industry average for closed leads from internet inquiries is about 2%, but we close them at three times that, at about 8%.”

SUCCESS

“About 30% of our agents enter client information into Buyside. In a recent survey of our 3,200+ agents, some 70% said they used Buyside with their clients,” says Brown. “What makes this and other lead generation tools successful is actionable intelligence. There’s a lot of talk about artificial intelligence and buying signals, like if a person has been in their house for nine years and their mortgage is paid down, then they will likely be ready to sell. That’s good information, but it’s not actionable. We’re trying to find the people who are reaching out for our help, whether they’re walking in, calling, searching our website or seeking information about their home’s value,” says Brown. “Then, we can be that trusted advisor who can come to their assistance.”

“

What makes this and other lead generation tools successful is actionable intelligence. There’s a lot of talk about artificial intelligence and buying signals. That’s good information, but it’s not actionable.



CRYE-LEIKE’S TIPS FOR MAKING THE MOST OF YOUR HOME VALUATION TOOL

1 USE YOUR DATA WISELY

“Enter your buyers into the system,” says Brown. Having that data gives you valuable insight so that you can quickly match buyers and sellers and suggest prices that sell quickly. “It takes about 18 months to inculcate the new tool into your culture completely. But, when you put the buyers into the tool, it makes it easy to go to a listing presentation and show the sellers how many buyers are out there who are interested in a property just like their property,” he says.

2 TEACH YOUR AGENTS HOW TO USE IT

One of the ways Crye-Leike taught their agents to use Buyside was to post to social media with a link to the tool so they can see how much their house is worth. “It’s so easy to post, and they get all the leads directly,” says Brown.

3 OFFER A MULTITUDE OF TOOLS

“We have a unique value proposition because of our brand recognition in the local communities that we serve,” says Brown. “We’re not a niche broker, so we want to offer buyers and sellers tools so that our website is a one-stop-shop.”

In total, they offer seven lead -generating tools on their site, including several for sellers, such as how to find an agent, how to prep your home, and more.



REAL TRENDS 2020 WEBSITE RANKINGS

This year, we reviewed all entries into our website rankings and judged them based on their seller lead tools. The following 5 brokerages ranked high on their ability to capture seller leads.



REECE NICHOLS

Reece Nichols sellers' page includes a strong hero image section at the top that has a straight-forward value proposition. They offer powerful calls-to-action (CTA), direct-action headlines and a beautiful visual display of a home sold by the brokerage. It also breaks down the home-selling process in three simple steps, giving the user a visual representation and understanding of what to expect. Lastly, it includes a separate CTA at the bottom of the page to increase conversion potential.

URL: <https://www.reecenichols.com/>

WEB VENDOR: In-house

LOCATION: Kansas & Missouri



TIPS FOR IMPROVING YOUR BROKERAGE'S RATINGS

If your score wasn't as high as you would like, don't fret! We came across many similarities in areas that may need attention when re-evaluating your seller lead generation efforts. Below are tips for the areas of improvement for the lower scoring pages that we came across. We also touch on what trends we see developing in how Buyside can offer value to potential seller clients

1 DO SOMETHING

Listings are half of a brokerage's gross commission income (GCI), yet there are a lot of sites still geared 100% toward buyers. Having resources for a potential seller is the first step to generating the lead. Even including a Seller tab that leads to some tips and a Contact Us form can help begin the lead generation process. However, the more value you are able to provide to sellers, the better.

2 SHOW VALUE EARLY

We live in a world where consumers expect information immediately. Information and data are out there and available for sellers to review. It's the broker's responsibility to provide value or the consumer will likely move on. If we want consumers and potential sellers to return to our websites, we must provide value to give them reason to return.

3 INVOLVE BUYER DATA

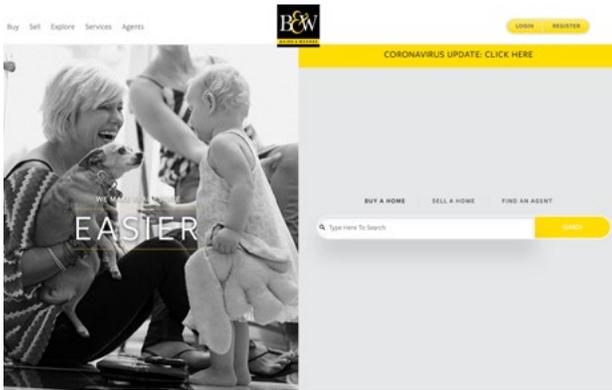
On the highest-rated sites, we saw an abundance of insights and data about buyer demand. These demand metrics and the transparency into the brokerage's buyer inventory are sure-fire ways to raise seller's eyebrows and induce inquiries. You have buyers, why not use those assets as a differentiator?

4 GET THE AGENT'S ON BOARD

This is where we saw some brokerages pull away in their seller lead generation efforts. Providing agents with tools to market provides value to their clients and generates seller leads. Bonus: The agent's marketing also extends the brokerage's brand reach.

5 INCLUDE EQUITY TOOLS

As mentioned earlier, equity tools are a new trend accompanying seller lead generation pages. Giving homeowners a way to calculate their equity is a neat tool to keep the potential clients coming back to your site.



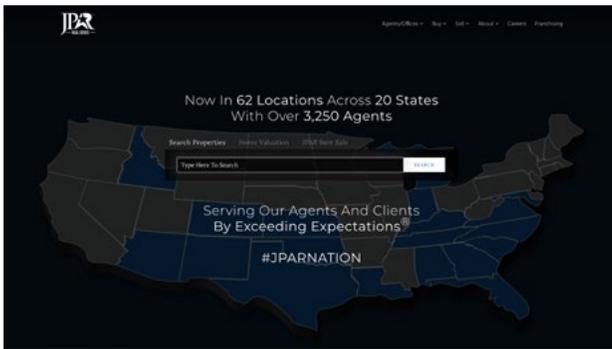
BAIRD & WARNER

Baird & Warner provides several different resources for potential sellers. It allows the user to quickly price their home, shown as the first option on their website. From there, the user can dive into why they should sell with Baird & Warner and why the firm's selling process is unique. The user also clearly understands what goes into marketing their home and how to ensure it's ready to sell through informational content. Overall, Baird & Warner's team makes it very clear what the process is from the very beginning stages until the negotiation and close of the sale.

URL: <https://www.bairdwarner.com/>

WEB VENDOR: In-house

LOCATION: Illinois



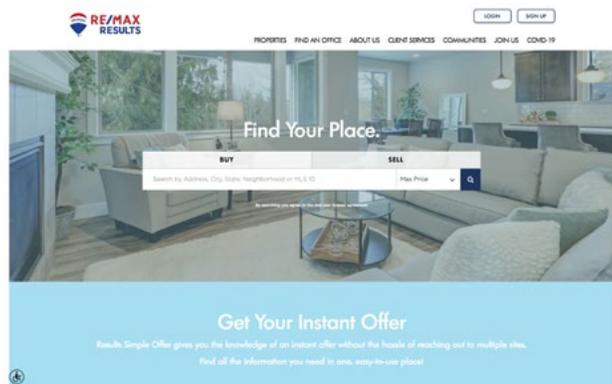
JP & ASSOCIATES REALTORS®

JP & Associates Realtors® have named their process the Sure Sale to give the user a strong sense of confidence and trust. It also includes a video explaining why they might want to sell, a testimonial carousel from previous sellers and three quick insights to support their results. Overall, the site offers valuable information to reach sellers.

URL: <https://www.jpar.com/>

WEB VENDOR: Inside Real Estate

LOCATION: Texas



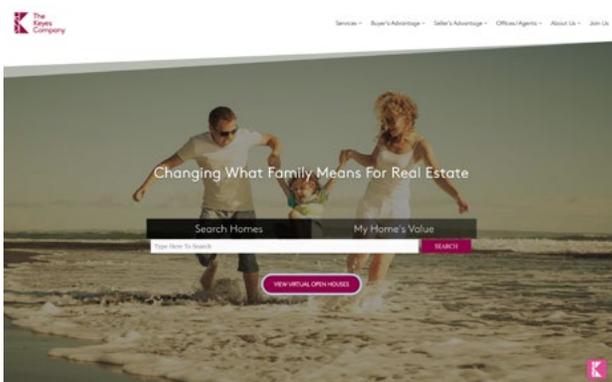
RE/MAX RESULTS

RE/MAX Results gives the user a direct call-to-action right at the top of the page so that sellers may quickly receive a market report. They've also included an image carousel in their hero section to provide different visuals and representations to users throughout their experience on the landing page. Lastly, they have a quick three-step process to inform the potential seller of what to expect when listing and selling a home.

URL: <https://results.net/>

WEB VENDOR: TRIBUS

LOCATION: Minnesota



THE KEYES COMPANY

The Keyes Company has named their process the Sellers' Advantage, quickly distinguishing their selling process as unique. There are several different resources under the Sellers' Advantage section to give the user options based on where they are in the selling process. Included within their sellers' pages are several unique statistics and insights, as well as dedicated CTAs. Lastly, there is a dedicated resource page that offers information on marketing a home and provides a custom ebook gallery to offers sellers many resources to help with the listing and marketing of their home.

URL: <https://www.keyes.com/>

WEB VENDOR: Inside Real Estate

LOCATION: Florida

METHODOLOGY

Brokerage websites were judged using 16 different seller-lead related criteria. Each category was given a point allotment based on how well the website met the needs to that category. All 16 categories (worth 5 or 10 points) would add up to 100 with a perfect score.

ABOUT BUYSIDE

Buyside is a data analytics & marketing company on a mission to help real estate brokers profit from their largest untapped asset: data. Buyside aggregates the activity your buyers generate online, using it to power actionable insights and intelligent marketing tools that help brokers: capture seller leads, win more listings and close more transaction sides in house!

Our team brings decades of real estate & technology industry expertise. We understand the unique challenges real estate brokers face and we wake up each day excited to help you conquer them. We get real estate, we get technology, and we get you!

ABOUT REAL TRENDS

REAL Trends has been The Trusted Source for news, analysis and information about the residential real estate industry since 1987. REAL Trends is a privately-held communications and consulting company based in Colorado. REAL Trends' areas of expertise include operational analysis, valuations, merger and acquisition advisory services, consumer and business research and strategic planning. Residential real estate leaders find timely and trusted information and analysis through our yearly event—Gathering of Eagles—our monthly newsletter, our podcasts and videos and our daily blog at <http://www.realtrends.com/blog>.