

“Don’t judge each day by the harvest you reap,
but by the seeds that you plant.”

—Robert Louis Stevenson, 19th-century Scottish writer

CRM

Put Prospecting On Autopilot

Here’s how one sales associate converts leads into customers.

SUZANNE TRAMMELL / REMAX UNLIMITED / PONTE VEDRA BEACH

When Suzanne Trammell moved to Ponte Vedra Beach from Atlanta in late 2012, she faced the challenge of breaking into a new market. “I knew one person here,” says the sales associate with RE/MAX Unlimited. “So I had to figure out a way to find leads.” Upon hearing of another agent’s success with Zurple, a real estate marketing platform that uses behavioral analytics to identify which properties a lead is interested in, she decided to give it a try.

The first lead Trammell received from Zurple resulted in a \$100,000 condo purchase—and three subsequent transactions. The first buyer referred a second buyer, and within nine months, Trammell closed a \$900,000 transaction. Two years later, the first buyer and her spouse bought a \$300,000 home with Trammell’s assistance. And in February 2016 she got the original condo under contract again for \$129,000 cash. “Zurple has played a big part in helping me establish myself in a new state,” Trammell says.

Zurple costs a little over \$1,000 monthly, says Trammell. She cross-promotes with a lender who pays half the monthly fee. “She’s not paying for it on my behalf; it’s a joint marketing effort and good exposure for her too, because she gets full access to all leads and can write loans throughout the state,” she says.

Here are four ways Trammell uses Zurple:

1. DISCOVER WHAT PROSPECTS WANT.

Zurple created a custom-branded, IDX-enabled website for Trammell (findpontevedraproperties.com) and drives traffic to it via Google ads. Site visitors are required to sign up in order to search her local MLS system. Most experts recommend no sign-in requirement, but Trammell says she doesn’t lose prospects because of it. “I wouldn’t be able to track or email them listings otherwise. Ironically, I don’t get any leads from my other website, suzannetrammel.com, where visitors aren’t required to sign in,” she notes. Using built-in behavioral analytics, the site gauges each visitor’s search behavior, location and property

Tech I Can’t Live Without: iPhone 6

My Favorite App: Evernote

Biggest Tech Challenge: Keeping up with what’s new and what works

Favorite Website: Realtyjuggler.com

4 LEAD GENERATION PLATFORMS

BoomTown
boomtownroi.com

Market Leader
marketleader.com

Real Geeks
realgeeks.com

Zurple
zurple.com

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—SUZANNE TRAMMELL,
RE/MAX UNLIMITED,
PONTE VEDRA BEACH



preference and sends Trammell a detailed profile. “If someone looks at 123 Main Street three times or saves it as a favorite, I know they like that property.”

2. FAST FOLLOW-UP.

Zurple promptly sends each lead a personalized email on Trammell’s behalf, referencing the individual’s specific preferences and search behavior. For example, the email might say: “Hi John, I know you are looking for a home greater than 1,800 square feet and prefer 123 Main Street. Would you like to see it in person?” “It keeps me in front of people,” she adds.

3. TAKE ONLINE MARKETING OFFLINE.

An out-of-state buyer looking for ocean-front property signed into Trammell’s website and emailed her to say that he and his wife were coming to town the following month. She followed up with a

phone call. “His wife said they had been looking for years—I thought it might be a waste of my time—but I showed the couple a \$1.3 million property, and they bought it.”

Trammell gives Zurple credit for the success of a recent caravan she held for a new listing. “You cannot advertise those in the MLS, so I produced a flier and sent it to the [Zurple leads] I knew were looking within this particular price point. About 25 people came.”

4. NURTURE LONG-TERM RELATIONSHIPS.

“Zurple gives me the leads but I obviously need the skill to take them to closure

and get future referrals,” Trammell says, adding that not every lead turns into a sale right away. “Most of these people are not immediate buyers, and quite a few are looking at multiple places. From Zurple, I get maybe 20 to 30 leads a month and probably only five or six closings a year.” However, Trammell says, she’s in it for the long haul. “One [prospect] isn’t looking to buy for two years. He’s a business executive and recently added me to his LinkedIn network. We will stay in touch, and if he buys in the future he will certainly call me.” #

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RELATIONSHIPS DRIVE AN AGENT’S SALES PIPELINE.

65% of buyer leads come from contacts and referrals.

75% of listings come from contacts and referrals.

Source: National Association of Realtors®

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