

Convert More Leads, Get More Doors

Fast Strategies to Turn Leads Into Customers

Finding qualified leads from local property owners and association board members is only *half* of the equation. To make sure you close as many new deals as possible, we've created this list of best practices for you to quickly turn leads into paying customers.

Your Contact Strategy



1. Strike Fast

The sooner you call the lead, the better. But if you can't contact your lead in a minute, don't give up—contact them as soon as you can, and make it a priority.

2. Contact Often

Be prepared to call a lead up to 3 times the day you receive it, and then up to 3 more times over the following 14 days.

Tip: Leave brief, enthusiastic voicemails under 20 seconds that give the prospect your contact info and the context of the call.

3. Reach Out In More Ways than One

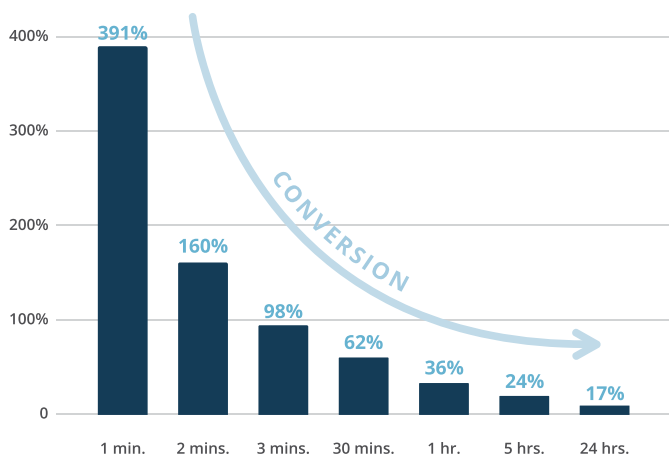
Between phone calls, send emails and text message follow-ups for a higher likelihood of contact.

Tip: If your prospect is hard to contact, reach out at different times of day.

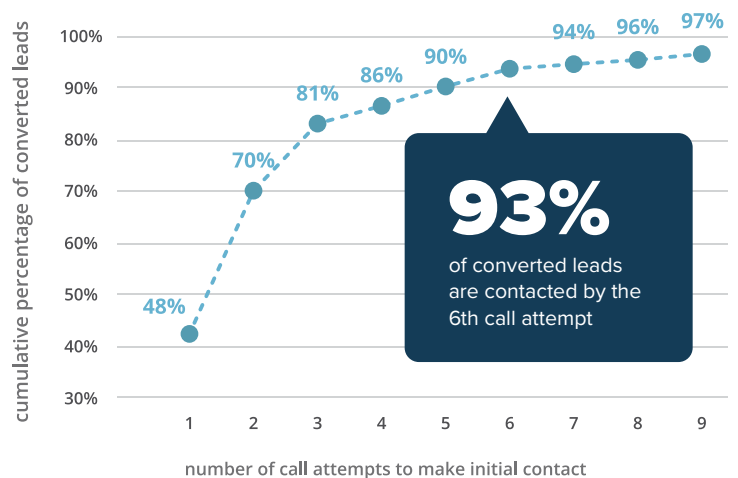
Calling a new prospect within one minute of a lead generation can increase your likelihood of conversion by nearly

400%

Impact of Speed-to-Call on Conversion



Optimal Number of Calls





Your Plan to Win New Business

1 Know Your Competition

Understand how your services and pricing compare to those of your competitors.

Tip: Be ready to pitch your prospect on what makes your service different and better. They will likely be contacting other property managers to compare.

2 Create a Solid Lead Management Process

Enter your leads into your management tools or database ASAP. When you make contact, you'll be ready to discuss the prospect's needs with their details at hand.

Tip: Adding leads to your database allows you to create email campaigns to nurture and educate your prospects.

3 Be Patient & Build Rapport

If property owners aren't ready to sign a contract yet, actively listen to their needs and answer their questions.

Tip: Stay in touch and be a resource until they make a decision. This helps demonstrate how valuable a partner you are.

4 Keep Lead Volume Manageable

Have enough staff who can effectively follow up leads with timely calls.

Tip: Staffing must meet your lead volume. If not, leads not actively managed are wasted and not worth acquiring—plus, it will create a negative impression of your business.

5 Test, Measure, and Learn

Track your key performance indicators (KPIs)—speed to contact, contact rates, number of calls, conversion rates and acquisition rates—to determine areas needing improvement.

All Property Management is Here to Support You

All Property Management, a Buildium company, connects property managers with property owners seeking help managing their rental real estate. All Property Management is the largest network of property management services on the Internet, connecting 1.5 million property owners with over 5,000 property management companies across North America. This network helps property managers acquire new properties to grow their businesses.



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Your Play-by-Play For Contacting New Leads

When a lead comes in, be ready to call them immediately. From then on, follow up incrementally until you get in touch.



Lead Generated



DAY 1



1st Call (0-1 min)

If no answer, don't leave a voicemail.



1st Email (20 min)

Warmly introduce yourself, thank them for requesting a quote, give a little information about your business, provide your contact info, ask them to give you a call.



2nd Call (30-60 min)

Leave a brief voicemail (under 20 seconds), introducing yourself, give the context of your call and your contact info.



3rd Call (1-2 hrs)

Don't leave a voicemail.

DAY 4



2nd Email

Briefly reintroduce yourself, and add in more value propositions and information about your company. Before writing, do some research into this lead to see how you can customize the content of the email to their needs. Encourage them to reply with a time that works to schedule a call.

DAY 5



4th Call

Leave a brief voicemail (under 20 seconds) letting the prospect know you've been trying to get in touch. Provide your contact info and invite them to call you back.

DAY 8



3rd Email

Build off the information you sent in the 2nd email, and add more value about how your service can help your prospect. Briefly explain how your property management company is different from others in the area and why it's better for your lead. Encourage them to call you.

DAY 14



5th Call

Don't leave a voicemail.

DAY 15



6th (Final) Call

Leave a brief voicemail saying you regret how you haven't been able to connect. Encourage them to call you back so you can talk about how your service will help meet their needs.



4th Email

Follow up your voicemail reiterating what you mentioned in the message and summarize everything you've written to the prospect via email to date.

DAY 22



5th (Final) Email

Kindly explain this is the last time you'll email them and that they're more than welcome to contact you with their needs in the future.