

How to Re-Capture \$100K in Lost Leads

The average team loses an astounding \$100,000 in qualified leads due to a poor lead hand-off system*. Don't let this happen to you! As a team leader, it's vital that your agents are qualified in handling your excess leads.



Use these tips to ensure your team properly hands off leads:

Get Organized

An efficient customer relationship management system (CRM) prevents poor lead hand-offs by allowing you to track which clients need to be contacted and when. Some CRMs even have a version that not only helps your agents manage contacts, schedule tasks and stay organized, but also gives you a dashboard to assign leads and track everyone's progress.

Play to Win

Identify each agent's strengths and then learn how to leverage those abilities to get the most out of your team. This will allow you to delegate more effectively while also taking your team's collaboration and production to the highest level possible.

Have a Game Plan

For a team to operate successfully, they need to subscribe to the same business values and approach as you. This is where a proven and effective training system is key. When your team is trained in the same philosophy and techniques that made you a top agent, you can feel confident that all your lead hand-offs will be served with utmost care.

Get Professional Coaching

Become the type of leader your team wants to follow with a professional team coach. A coach will refine your leadership style, help you stay on track and provide you with a business blueprint designed to cater to the unique needs of a leader running a real estate team.

Bonus Tip:

Keep everyone motivated and on track with weekly meetings. Go over the team's progress, give updates and answer questions.

Buffini & Company's Leadership Coaching is the multiplier for your business. Work with a Certified Coach to lead with confidence, recruit and retain top-performing talent and get more listings. **Learn more at win.buffini.com/coaching/leadership-coaching.**