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## Internet Leads Are Viable Customers for Real Estate Agents

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RISMEDIA, Nov. 29 — The Internet has become one of the most powerful tools that real estate agents can use to secure solid, viable leads that develop into closed customer transactions, according to the results of an independent study conducted by Real IQ on behalf of RealEstate.com.

The study examined more than 100,000 Internet leads generated by RealEstate.com for its Agent Network\* between April 2004 and September 2004.

"The Internet real estate customer represents a unique, highly-motivated group of buyers and sellers," stated Andrew Taylor, general manager, RealEstate.com Agent Network. "With one in four leads\*\* resulting in a closed property transaction within a 12-month period, we have first-hand knowledge of how successful online leads can be for agents who are serious about growing their online business. The evidence is mounting: the online channel is proving its worth and real estate agents who tap into Internet leads can realize tremendous success."

In addition, the study revealed the following:

-- Sixty-five % of the evaluated closings occurred within six months of customers completing their online request -- thirty-one % closed in months three and four. Because the Internet provides so many tools to already-motivated customers, they are able to start their home research much earlier, even before contacting an agent.

**KEY INSIGHT:** Agents who contact online customers quickly after receiving their request are likely to have the advantage, simply because these customers are ready to transact.

-- Conversely, many online customers begin their research prematurely, but will still remain motivated enough to close within one year of completing a request online. In fact, 34 % of the evaluated transactions closed between months seven through 12.

**KEY INSIGHT:** Building a robust pipeline is important, and incubating Internet leads beyond six months can positively impact an agent's business success.

-- Leads that passed the RealEstate.com Smart Touch Filtering(TM) system were 63 % more likely to close than those that weren't accepted. This proprietary four-point contact system focuses on contacting, connecting, and confirming the information for each customer before it is passed on to the agent.

**KEY INSIGHT:** Creating a process or partnering with a company that focuses on filtering leads can positively impact lead quality and the overall possibility those leads will close.

\* The study focused only on leads with correct addresses, contact info and areas where RealEstate.com agents practice. Real IQ compared the name and address provided by each customer to the information listed in available county public records data. Qualifying leads matched one or more residential property transactions recorded during the 12 months following the date of lead submission.

\*\* Consumers buying or selling do not necessarily complete their transaction with a real estate agent on the RealEstate.com agent network.

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