ylopo

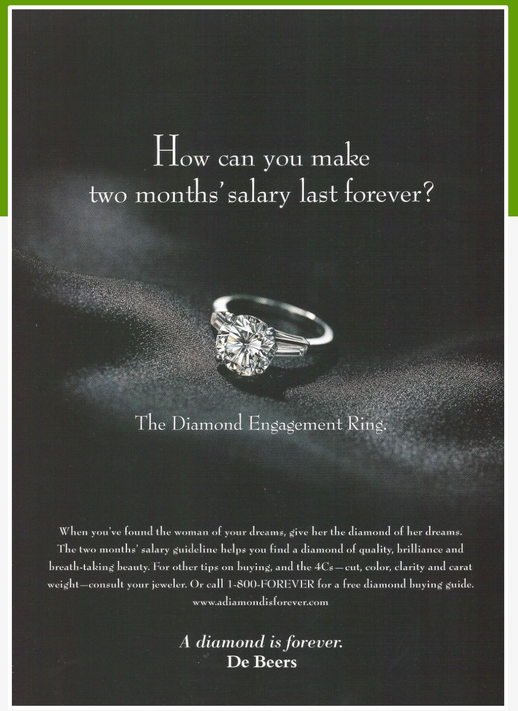
“A Database is Forever”

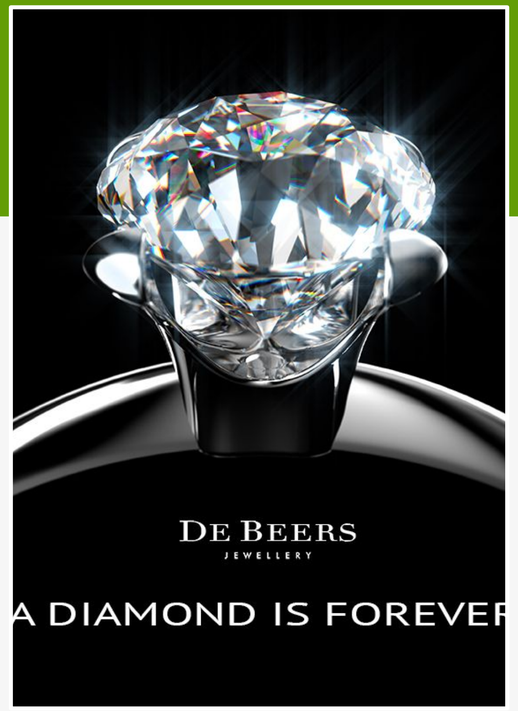
The Importance of Building Your Database for Long Term Success

Presenters: Howard Tager and Juefeng Ge, Ylopo Co-Founders

“A Diamond is Forever”

– Voted the **#1** Ad Slogan of the Century





Are You Building a Long-Term Money Making Machine?

It's Time to More Than Double the Value of Your Business!

Build a Larger Database of "Relationships" (Leads) and…

…Create A Never-Ending
Pipeline of Transactions

The Importance of Building Your Database:
"The Money Shot"

Total Size of Database	**Conv. %**	**5,000**	**25,000**	**50,000**	**100,000**
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Robert Slack

Founder/CEO/Broker
Robert Slack, LLC

The Importance of Building Your Database: The Leader

- ✔ Robert spends 6 figures a month on lead generation
- ✔ Current Database = 700k leads (relationships)
  - 1025 homes sold in 2017 | $254M in 2017
  - 2527 homes sold in 2018 | $602M in 2018
  - 3770 homes sold in 2019 | $970M in 2019
  - Comfortable Goal: 5000 homes sold in 2020
  - Comfortable Goal: $1.3B in 2020

“Howard, my goal is to build our database to 2M leads and I’ll never have to buy another new lead again!”

Ylopo's Lead Generation & Lead Nurture Philosophy

Ylopo's Lead Generation & Lead Nurture Philosophy

The Aspirers

12 Mths +

The Researchers

6 Mths

The "Ready to Transact"

0-3 Mths

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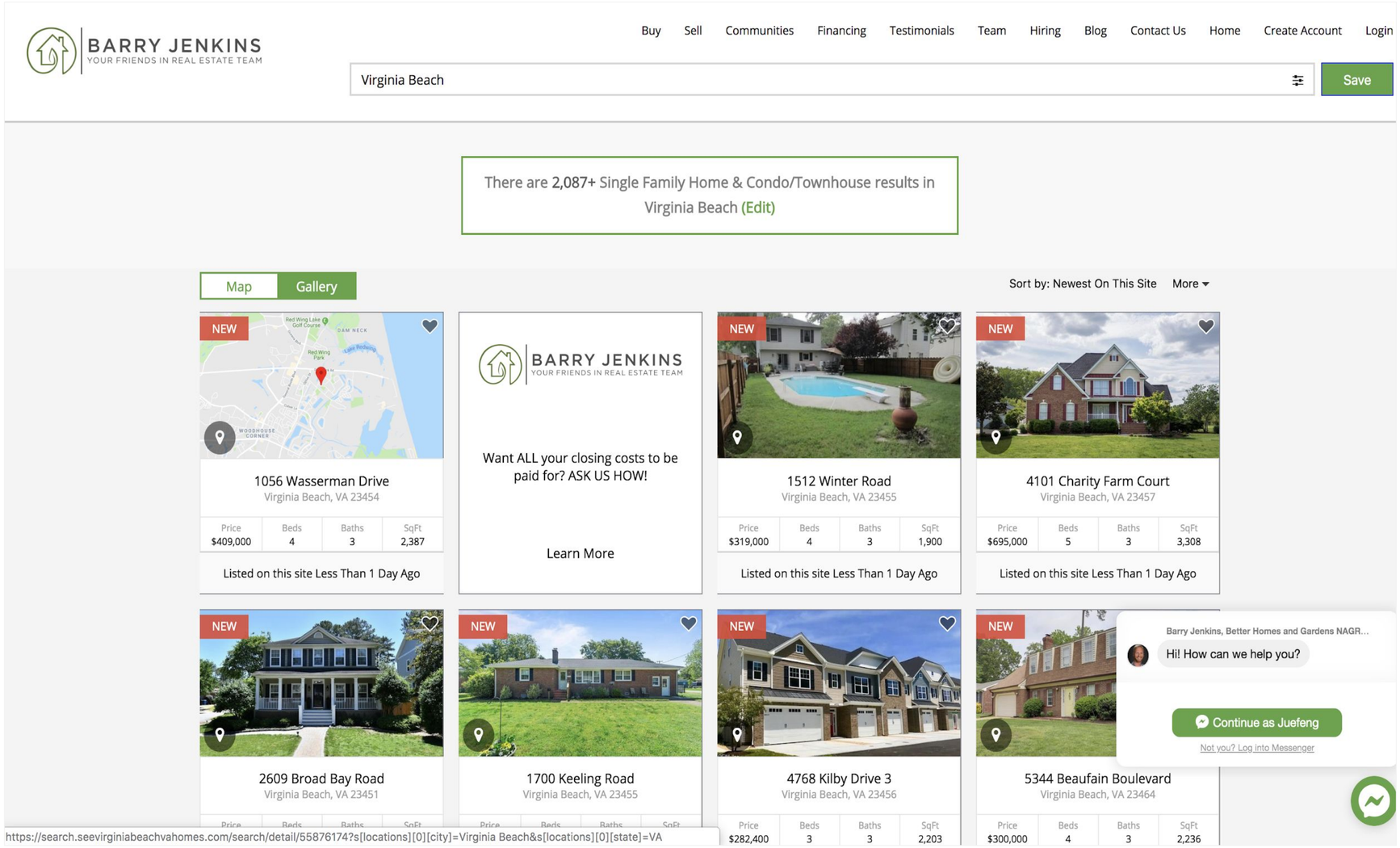
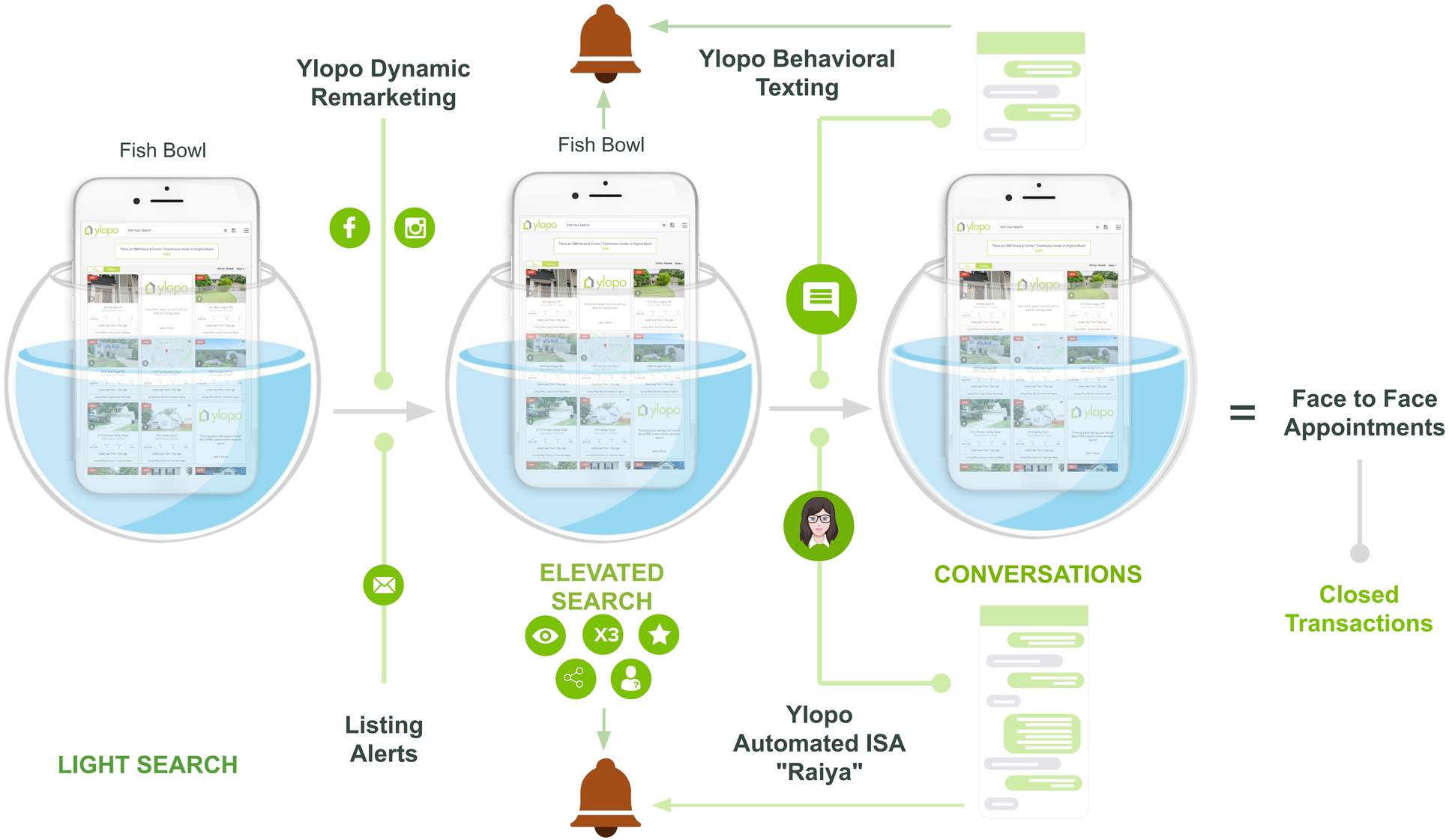
A Great Home Search Experience is Critical



Ylopo's Lead Generation & Lead Nurture Philosophy

Buyers/Sellers
(Leads)

ylopo
SOI
OPEN HOUSE
Zillow
realtor.com
Google
craigslist



A Great Home Search Experience is Critical

Bottom Line:

Build Your Database and get All of Your Relationships into a Centralized IDX Home Search “Incubator” for Listing Related Follow Up and Lead Nurture

Branded Site

Social Media

facebook

Instagram

twitter

Referrals

Portals

Zillow

trulia

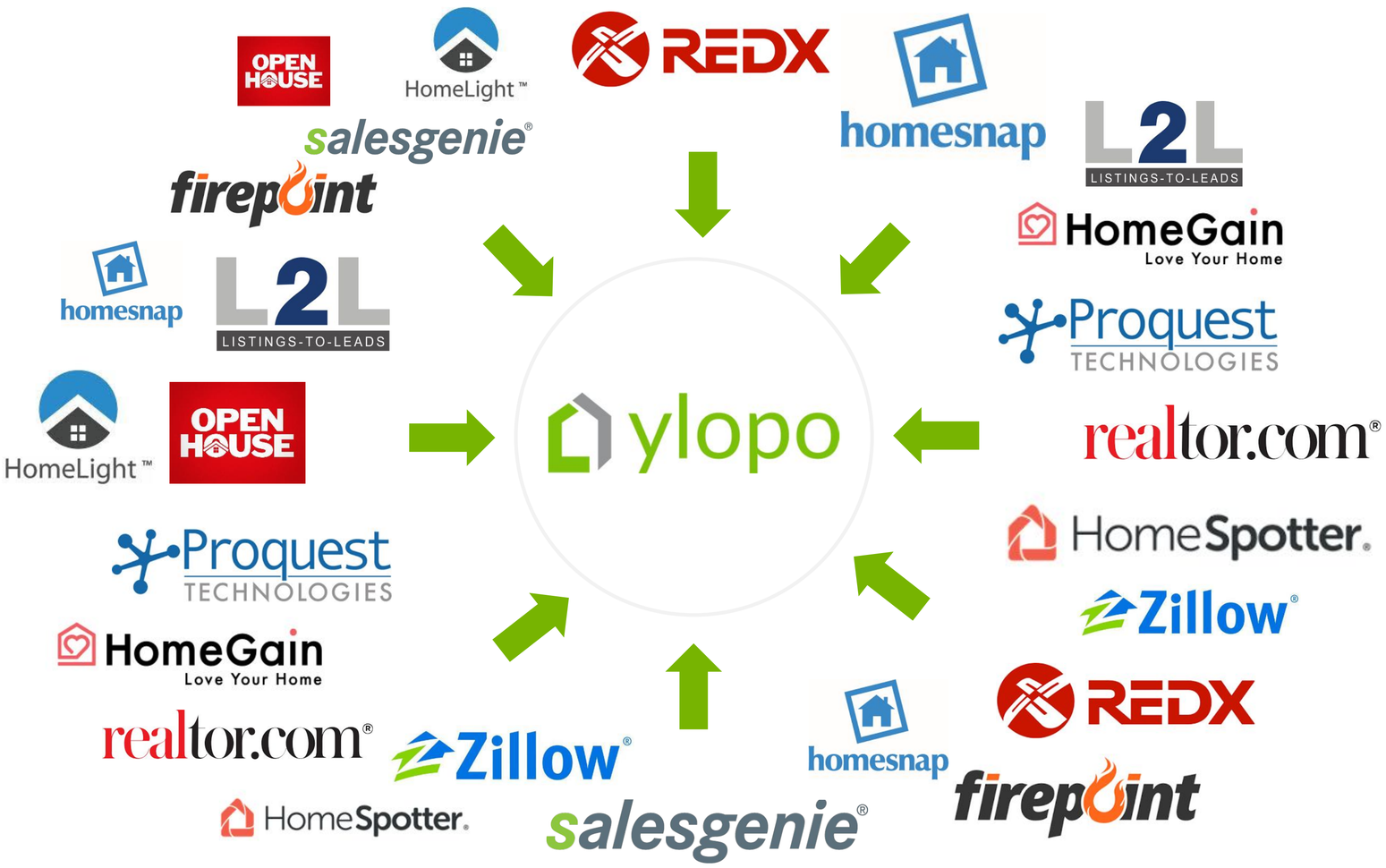
realtor.com

Offline

OPEN HOUSE

Ylopo Client Example: Realty Group

Lead Ecosystem


OPEN HOUSE
HomeLight™
REDX
homesnap
L2L LISTINGS-TO-LEADS
salesgenie®
firepoint
HomeGain Love Your Home
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firepoint
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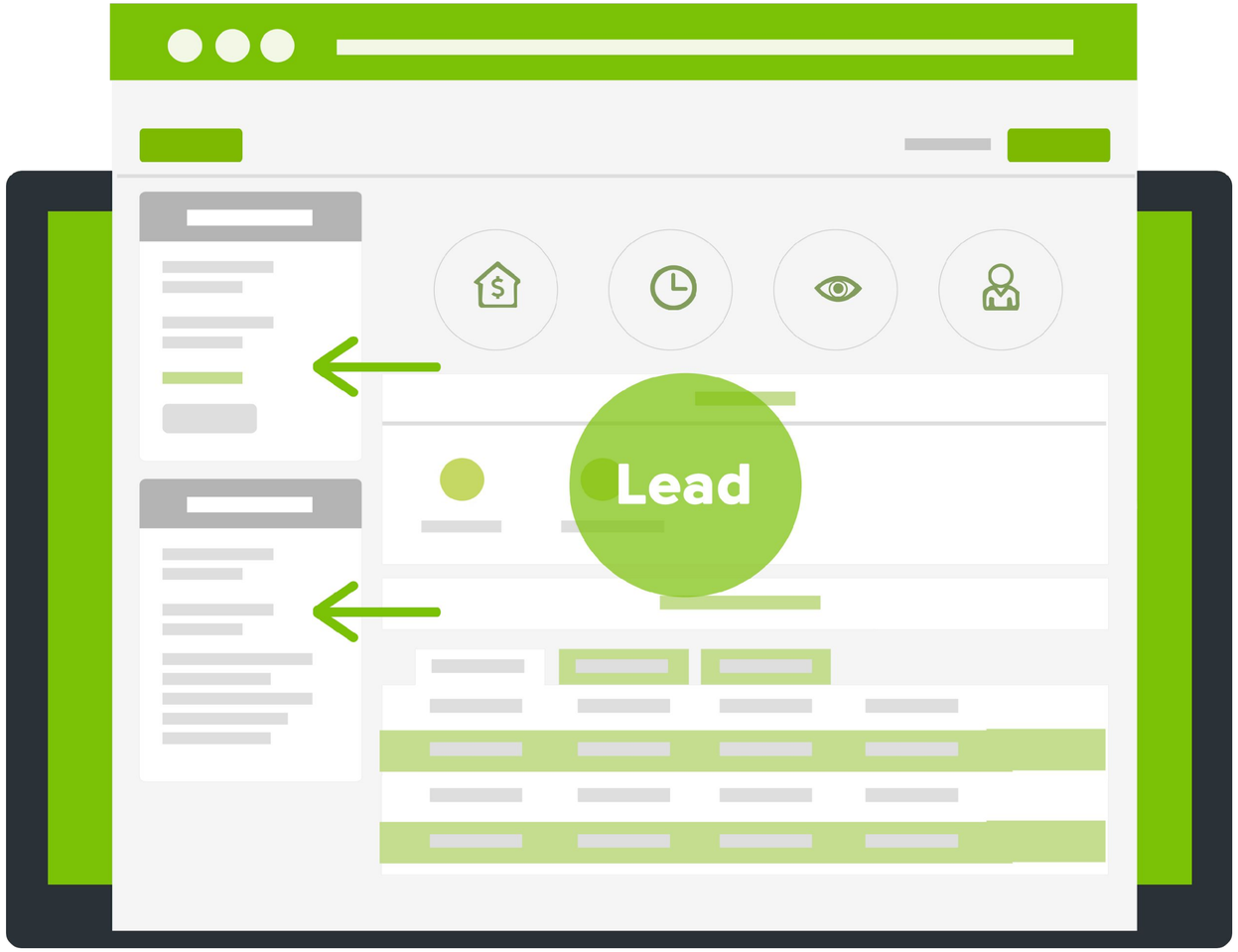
salesgenie®

Making Lead Generation/Conversion Work

New Leads Last 30 days	345
Total Conversations	118
Total Appointments	35
Total Closings in October	14
Total Agents	10
Total Closings - YTD	160

What To Do if You Already Have a Solid Database



Revisit & Audit Your Current Database Re-marketing & Nurture System

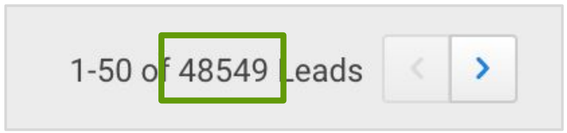
If you already have a decent size database (and CRM), you now need to get all of those leads on Dynamic Listing Alerts, Dynamic Remarketing, Priority Alerts and AI-assisted text communication!

Important Tip: Do Email Listing Alerts + Dynamic Remarketing

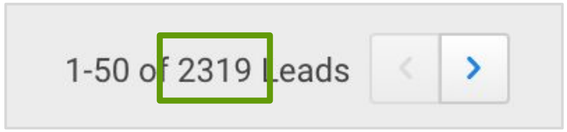
1

If you have an aged database, your former (or current) IDX platform **probably has sunsetted MOST of your listing alerts.**

Overall Lead Database



Returned in last 30 days



2

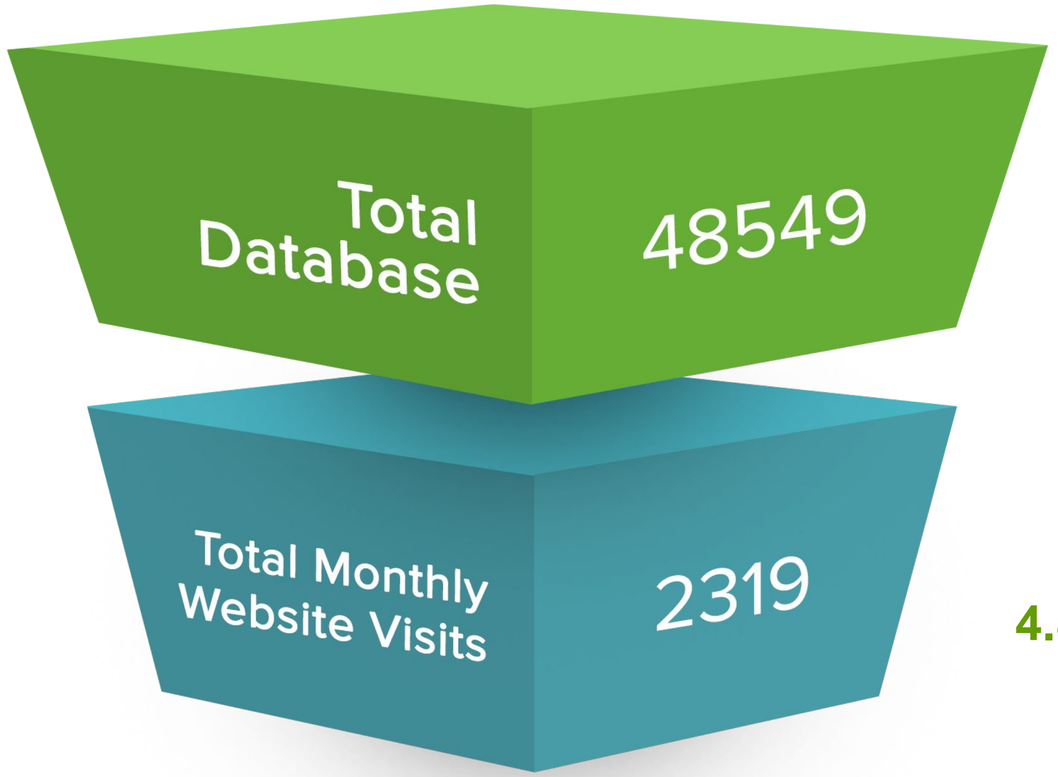
According to NAR, the average **consumer uses 3-5 websites to view listings** while searching for homes. Occupy 2 of those views instead of just 1 with listing alerts + remarketing

3

When someone opens a listing alert or clicks on one**, we track that behavior and gear remarketing to target those people MORE,** this helps us ID which buyers are most interested in homes.

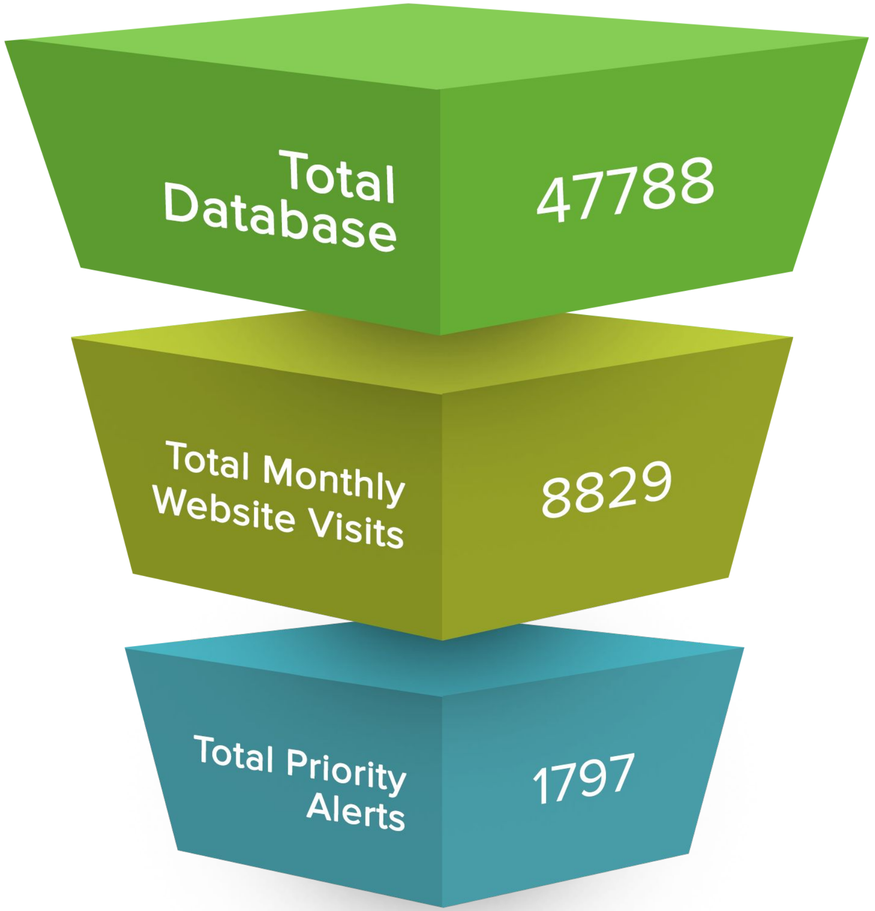
Actual Ylopo Client Case Study

Before Ylopo Started its Remarketing with Client A



4.8% Return to Site

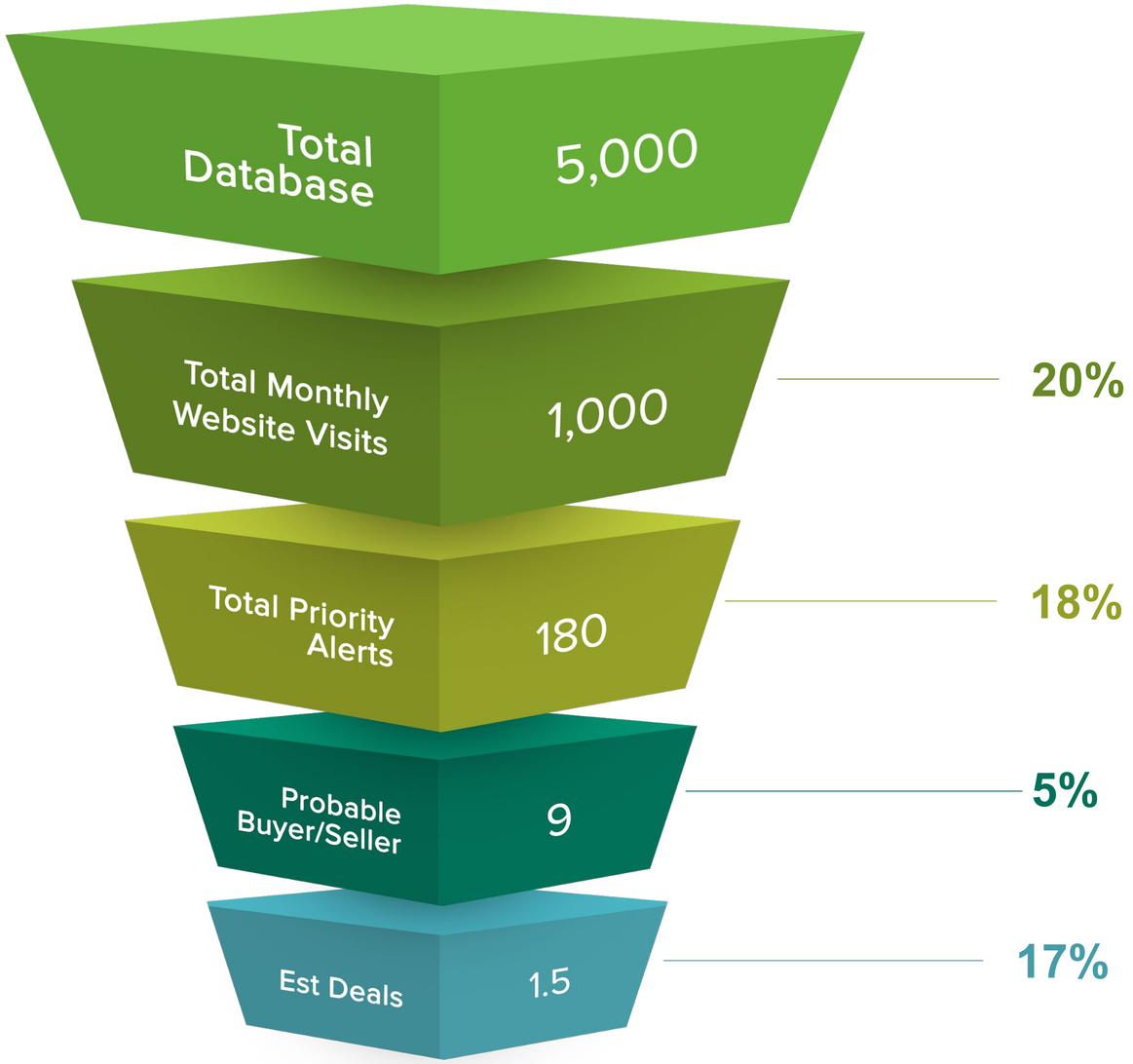
After Ylopo Added Dynamic Remarketing & RaiYa



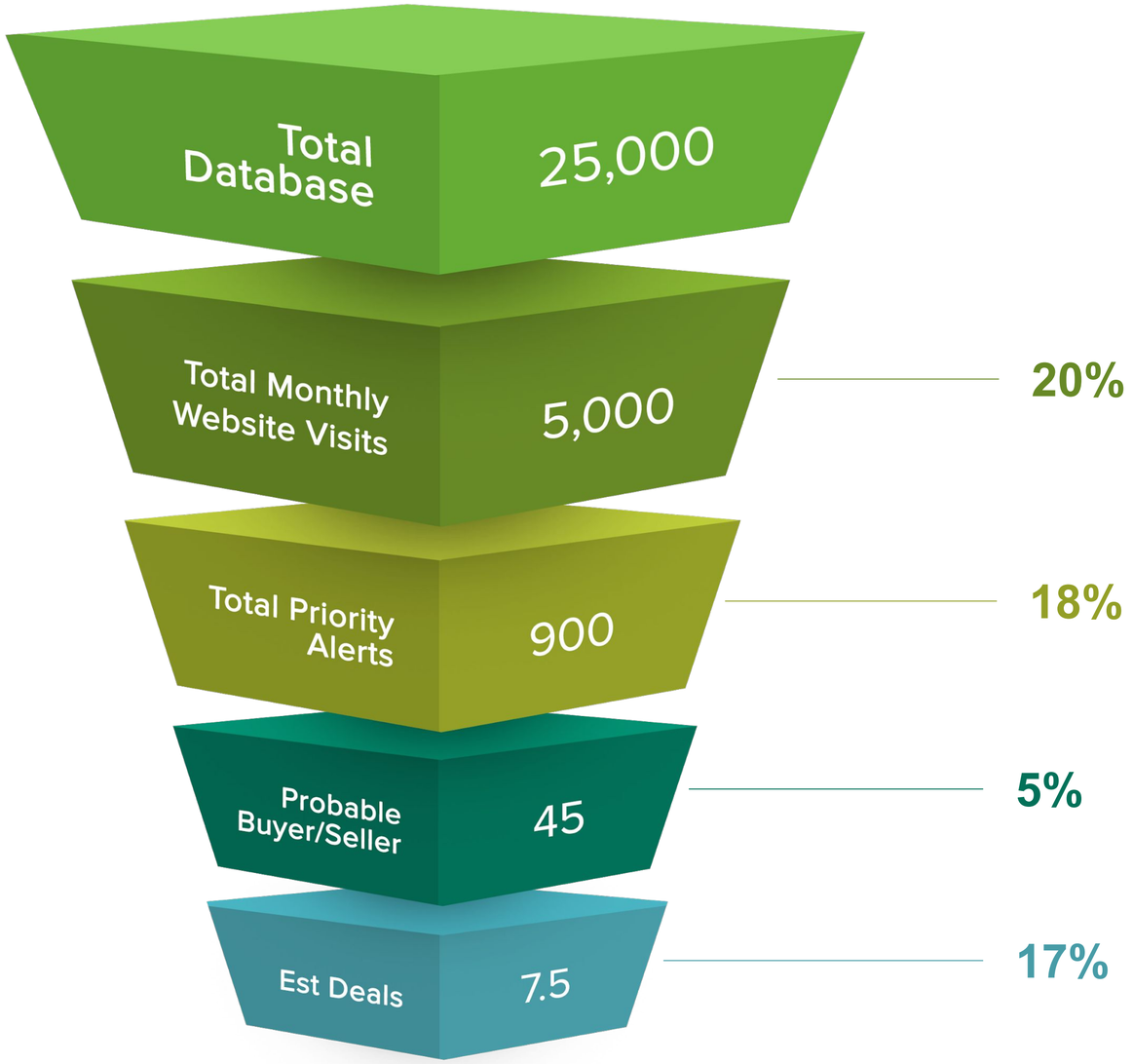
20.4%
Priority Alert Rate

18.5% Return to Site
(385% increase!)

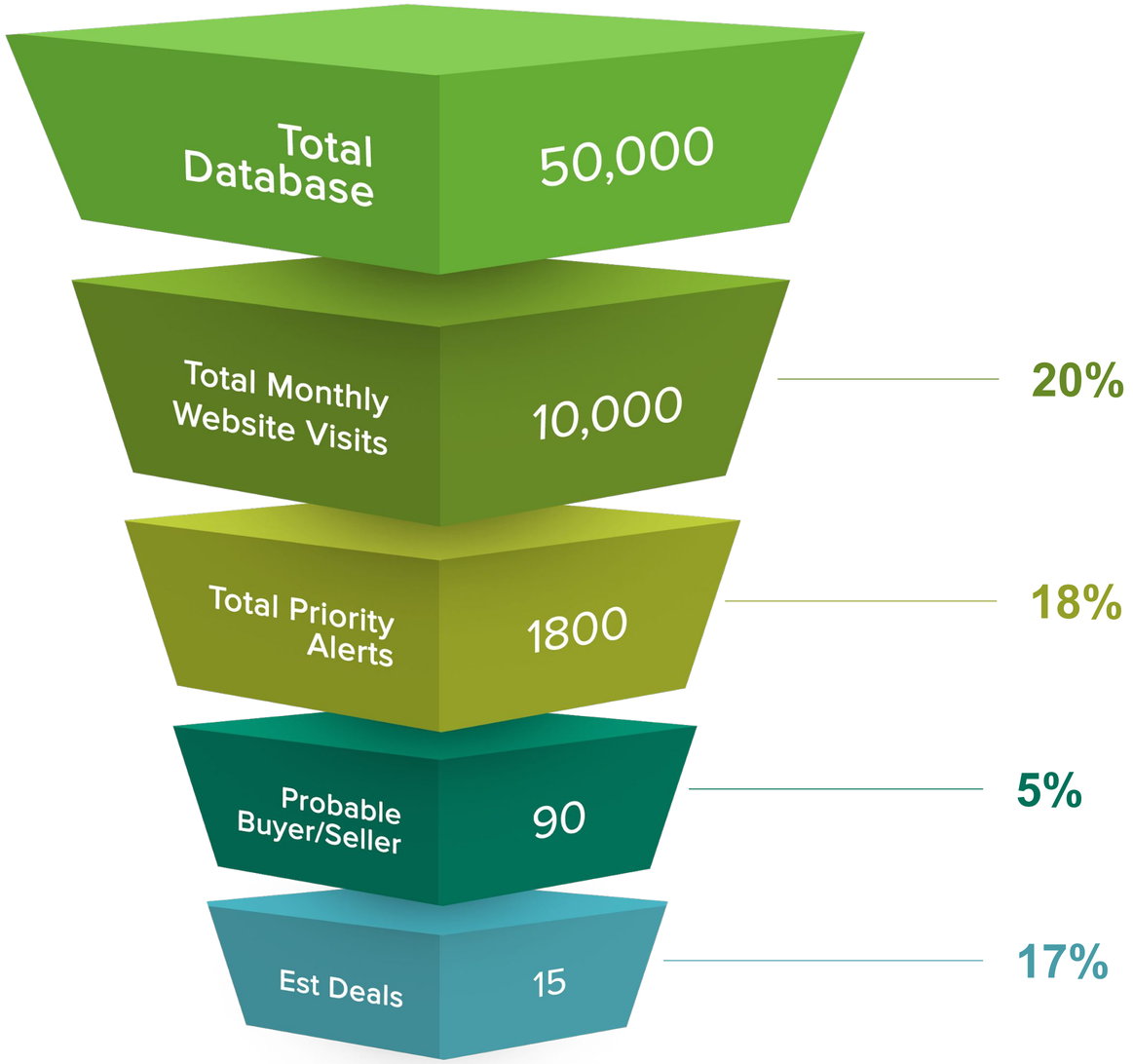
The Importance of Building Your Database:
5k Lead Example



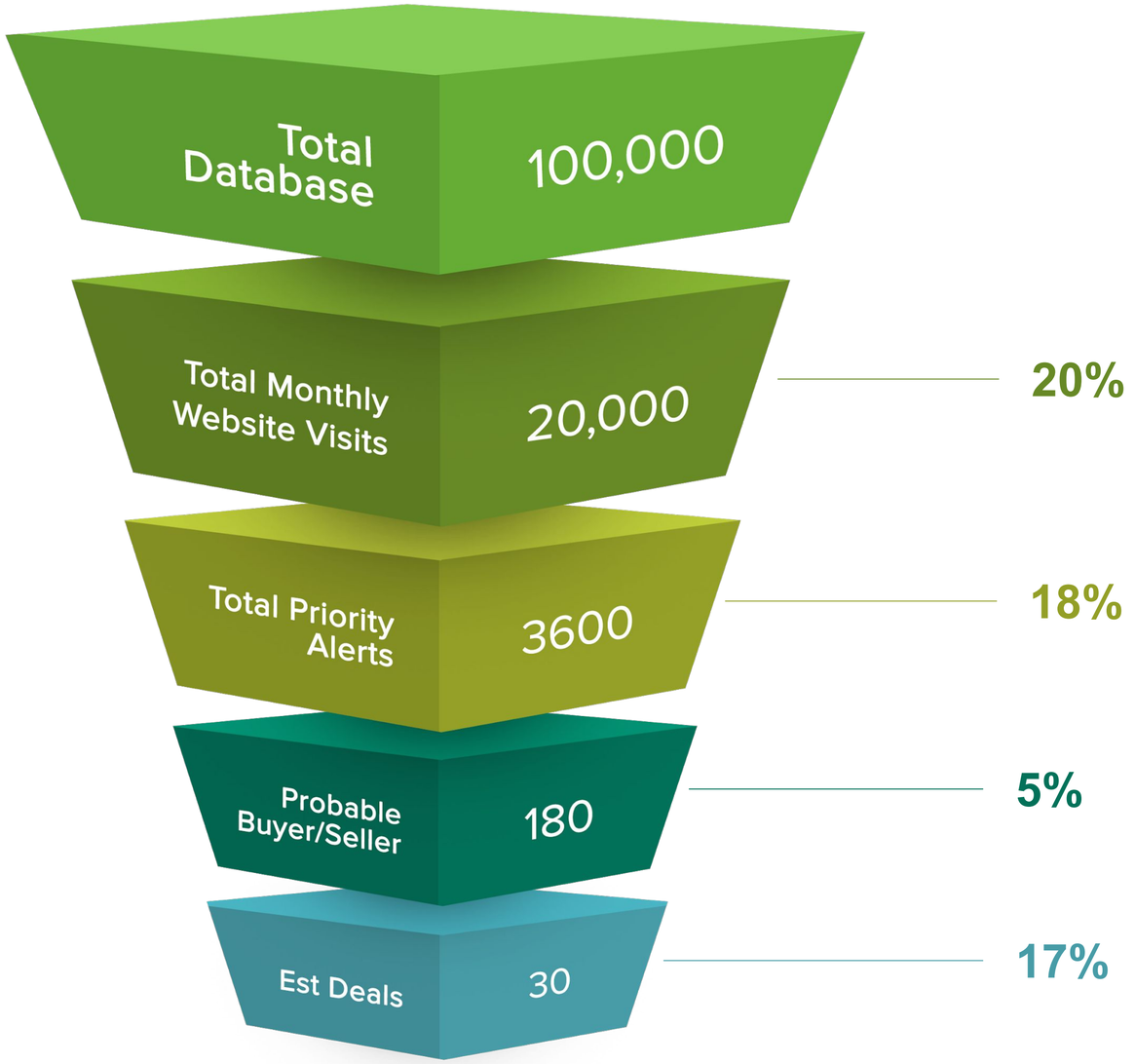
The Importance of Building Your Database:
25k Lead Example



The Importance of Building Your Database:
50k Lead Example



The Importance of Building Your Database:
100k Lead Example



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Monthly Ylopo RaiYA (Digital ISA) Cost		$150	$750	$1,500	$3,000
Monthly Platform Fee (no new lead gen)		$795	$1,195	$1,995	$3,595
Total Monthly Cost		**$1,395**	**$4,195**	**$7,995**	**$15,595**
Average Price of Home	$250,000				
Gross Monthly Sales		$382,500	$1,912,500	$3,825,000	$7,650,000
Average Commission Percentage	2.5%				
Gross Monthly Commission Income		$9,563	$47,813	$95,625	$191,250
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Set a Goal & Make a Plan!
Build a 25k lead Database in 5 Years

Length of Time Needed to Build a 25K Lead Database via 100% Lead Acquisition

	Social	Google PPC	Portals
Cost Per Lead	$6	$12	$75
Conversion Rate into Deals (Annual)	0.05%	1.0%	4%
Annual Spend	$30,000	$30,000	$30,000
Total Number of Leads Acquired Per Year	**5,000**	**2,500**	**400**
Total Number of Deals per Year	25	25	16
Average Home Price	$250,000	$250,000	$250,000
Average Commission (@2.5%)	$6,250	$6,250	$6,250
Annual Gross Commission Income	$156,250	$156,250	100,000
Gross Profit	$126,250	$126,250	$70,000
Return on Internet Marketing Investment	421%	421%	233%
Number of Leads in Database after 5 Years	**25,000**	**12,500**	**2,000**
Total Number of Years Needed to Build a 25k Database	**5**	**10**	**62.5**

How To Build Up a Massive Number of Free “Organic” Leads

- ✔ Sphere Import done for you and your entire team: For example from LinkedIn
- ✔ Leverage 3rd party data sources like Cole Realty, Remine, etc.
- ✔ Open House App: Visitor Registrations
- ✔ Use your main website and team member’s sub-sites to capture leads via home search

How To Build Up a Massive Number of Free “Organic” Leads

- ✔ Mass Import leads from all other crms & databases
- ✔ Auto Import leads from all other lead generation sources
- ✔ Misc: Sign Calls, Referrals, offline events, webinars, etc.
- ✔ Embed home search related static URLs in other online ”organic” sites e.g Craigslist, Facebook Marketplace
- ✔ Input leads from referral based platforms like Homelight, Upnest, Dave Ramsey, Ojo, etc.

Use a Mix of Paid and“Organic” Lead Acquisition to Go from a 25k to a 50k Lead Database in Just 5 Years

Lead Sources	Number of Leads
Paid Leads Annually	**5,000**
Widespread Use of Online Home Search	500
25 Open Houses per Year	500
Buy Geofarm database	1,000
Sphere Import from Linkedin	1,000
Community Events & Webinars	500
Sign Calls & Misc Organic Sources	500
Referral Lead Channels	500
Facebook Marketplace / Craigslist	500
Total Annual Database Growth	**10,000**

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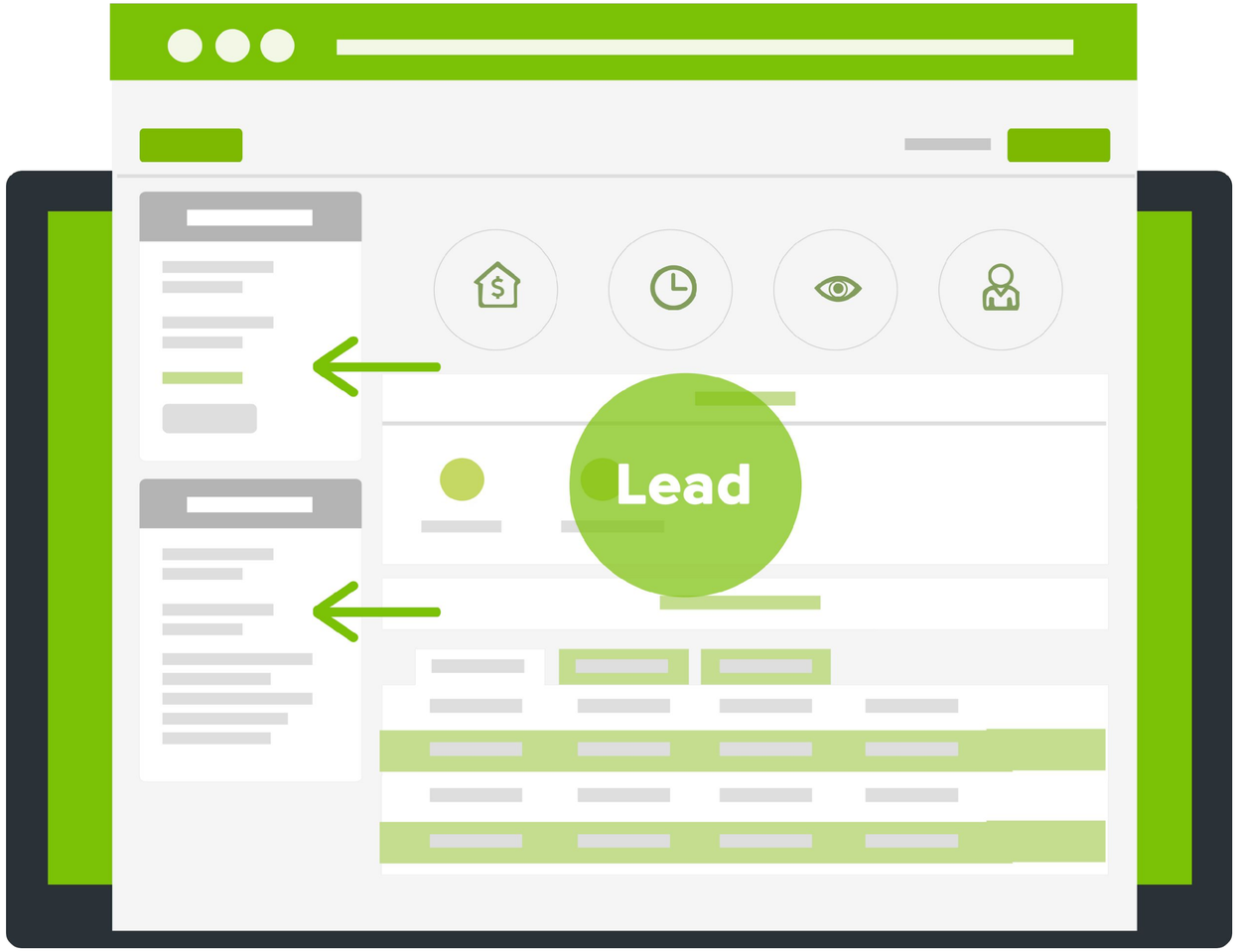
What It's Gonna Take!
Key Elements to Success

Planning Out a Multi-Year Strategy to Build
and Automate a Massive Database



Building out a Massive, Monthly Income Producing Database will require:

- ✔ Investment$
- ✔ Time
- ✔ Great home search/listing alerts
- ✔ Solid open-API CRM
- ✔ Dynamic Re-marketing
- ✔ AI-assisted Communcation
- ✔ Priority Alert System for Agents
- ✔ Great, highly trained agents/specialists
- ✔ Superior systems and processes
- ✔ The Proper Mindset
- ✔ Measurement, Visibility, Accountability

Nothing worth having was ever achieved without effort.

Theodore Roosevelt

It is Vital to Stay “Top of Mind” to Your Entire Database

“The Multiplication Effect” of Your Database

It’s Vital that you build an AUTOMATED SYSTEM to stay in front of your database 24/7!

✔ **82%** of all real estate transactions are the result of contacts from previous clients, referrals, friends, family, and personal contacts. (Source: Buffini & Company)

✔ **74%** of buyers would use their agent again or recommend them to others (Source: National Association of REALTORS)

✔ **84%** of consumers say they trust recommendations from family, friends, and colleagues, making peer recommendations the highest-ranked information source in trustworthiness. (Source: Nielsen)

“The Multiplication Effect” of Your Database

The Obvious Power of the “Multiplication Effect” is that:

✔ MANY people buy an investment property or a second home

✔ MOST people buy multiple homes over their lifetimes

✔ EVERY person has friends and family

So, what are 5k, 25k, 50k, or 100k leads (relationships) really worth?

The Cost of Poor Lead Follow Up

“Hindsight is 20/20 but my first year was a bit chaotic and I know that I lost a lot of sales due to not being organized and not working the system properly. There was actually a point where I had almost 1000 overdue tasks with 500 unattended leads but I finally got it down to 0 and feel that I’m at last on top of it. Unfortunately, I now know with certainty, having followed up with all of these people, that over 50 homes have been purchased by the leads that are in my database and those are only the ones that I know about. Every week I contact a past lead that bought a home with another agent. At first it was a kick in the gut hearing from a lead in my database that they had bought a home with someone else, but it has taught me just how important it is to stay in front of all of the leads in my database. Needless to say, all these lost sales won't happen again in the new year. I plan to double sales, if not more!”

“The Magical Path of Awesomeness”

Google AdWords

Remarketing + Listing Alerts

Calls, Texts, Emails

Build, Automate, Nurture, Close
= $BANC$

Create Long-Term Enterprise Value!