



MEDIA RELEASE

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LAF: KEY TO LEAD SUCCESS IS TO STAY CURRENT & BE RESPONSIVE

With clearance rates falling in many markets, LocalAgentFinder has detailed its three top tips for agents looking to secure more listings through the leading agent comparison site.

LocalAgentFinder provides tens of thousands of listings to agents across Australia each year and in a tightening national market, agent comparison is being widely used by consumers who are looking to get the best price for their property.

The National Partnerships Manager of LocalAgentFinder, Warwick Steele said that the first step that agents can take to generate more listings is to spend a few minutes reviewing and updating their bio to ensure it promotes their point of difference.

“Consumers closely inspect agent bios and agents who spend a few minutes to ensure that theirs is punchy and clear may be rewarded. This short update will help agents stand out and be relevant in the current market.”

Responsiveness is also a major factor in agent selection.

“Our data suggests that the phrase ‘the early bird catches the worm’ is certainly true when it comes to leads through our platform,” said Warwick Steele.

“A simple message back to the seller can take only a few minutes but may create a powerful first impression around how you are going to respond to buyer interest in relation to their property.

“Replying to leads in a timely manner can translate to thousands of dollars more in commission each year,” said Warwick Steele.

LocalAgentFinder recently released an industry first App that supports busy agents on the go by allowing them to respond to leads immediately and track the progress of their leads.

“Also, look to ensure your agency, marketing strategy and commission details are up to date. Consumers are becoming increasingly wary of costs and selling strategies in today’s toughening market so it’s important to be clear about this information and promote your approach,” said Warwick Steele.

“While this task might take less than five minutes to complete, it will help ensure that you are ‘in the market’ and can be reached by vendors. This can substantially increase your prospects of winning listings regardless of the type of market conditions you are faced with.

“LocalAgentFinder encourages agents to regularly review their profiles if they don’t already do so. Time and time again, the business has seen the positive impact that this small investment can have on lead generation,” said Warwick Steele.

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