

# The Negotiator Conference & Expo 23

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## Session 6

### Direct Action Pack Presentations



**Jeremy Harford  
Tapp**

**Jeremy Harford Tapp, Co-Founder,  
Homeflow**  
– **LEAD GENERATION AND LEAD  
MANAGEMENT COMPANY**

Looking at where website leads come from and how to increase their volume:

- ▶ **Website traffic:** you can't control direct traffic – this takes years to build up but you can control Google by investing in organic results (SEO) and paid for results (PPC – the stuff that appears at the top of a Google search results page).
- ▶ **Home pages:** is the valuation request 'above the fold' of the website? Is it clear?
- ▶ **Branch pages:** contact forms that open an OutlookExpress email, for instance, can be leaky. Customers, however, do like having a direct email in their possession.
- ▶ **Property pages:** a lot of traffic here is actually potential vendors and not buyers. There should be a valuation call to action on these pages.
- ▶ **Staff:** many agents don't have human faces on the property pages but human faces increase the conversion rate. Staff pages also have weight with Google as they help authenticate a business.
- ▶ **Live chat:** live chat produces leads and increases the overall conversion rate.
- ▶ **Instant valuation tool:** produces leads and increases the overall conversion rate.
- ▶ **Lead handing/management:** gives you all the details you need before you speak to a client.



**Richard  
Combellack**

**Richard Combellack, Chief  
Commercial Officer, Nurtur  
Technology Group & Annabel Goulden,  
Head of KnowYourMarket, nurtur.  
group**

**MYSTERY SHOPPING & MARKET  
RESEARCH: THE CUSTOMER  
EXPERIENCE DURING THEIR PROPERTY  
JOURNEY**

It's not about pushing a potential lead through a nurture process – it's the experience the potential lead receives during the journey. The focus should be on making journeys more relevant by obtaining in-depth details about the consumer. It's an omnichannel world – do people get the same experience across all the touchpoints? Is it consistent? Are third-party suppliers delivering the same style/quality of customer service as the main agent?

- ▶ 78% of consumers would do business again with a company they got a good experience from
- ▶ 86% of consumers are willing to pay more for a better experience from a company



**Annabel Goulden**



**David Mintz**

72 mystery shops were conducted. The response to Rightmove enquiries, emails and phone calls were monitored, including the speed and the efficiency/detail of the response. The research found response times were slow among some agents – this can be the edge when it comes to winning an instruction.

**Average response times to the enquiries:**

- ▶ Around 50% of agents didn't follow up by phone within 24 hours.
- ▶ Around 50% of agents didn't follow up with an email within 24 hours.

**Key benchmark questions**

- ▶ Was the customer's name reconfirmed/requested?
- ▶ Was a contact number reconfirmed/requested?
- ▶ Was an email address reconfirmed/requested?
- ▶ Was a vendor opportunity identified/valuation request offered?
- ▶ Was the client's current property status requested? ▶

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**David Mintz, Revenue & Marketing  
Director, Kerfuffle & ViewAgents**

#### **REPUTATION MANAGEMENT: WHAT ARE YOU SELLING?**

Professional photography, videos, social media and sales progressors should be the standard, not the USP.

Agents are told that they're not trusted by the public and they feel compelled to undertake charity work/volunteering to try and rebuild their reputation.

The reputation management process follows these steps: Interested In You – Know You – Like You – Trust You – List With You

People read reviews. More so, they read the comment a company leaves under a bad review. Agents need to learn how to handle negative reviews. Own the error and respond with compassion. Responding to reviews helps clients get to know you.

#### **Reputation management tips**

- ▶ Check your reviews on a regular basis – daily
- ▶ The speed of responding to reviews – good and bad – matters
- ▶ Be professional in any response
- ▶ Don't be frightened to use AI to help formulate a professional response
- ▶ Keep engaging with your audience
- ▶ Provide excellent customer service

- ▶ Build relationships with your community
- ▶ Be transparent – if you mess up, own it and don't try and cover the mistake
- ▶ Be positive
- ▶ Use social media wisely – help promote things in the local community as much as selling houses
- ▶ Encourage positive reviews – no need to leave it until completion
- ▶ Don't obsess over your competition
- ▶ Give clients options when it comes to places where they can leave a review. ■