**SOP – Lead Statistics**  

**Lead Follow-up**

* 48% of leads are not followed up on EVER
* 25% of agents make a second call
* 12% of agents make a third call
* 10% make more than 3 calls

**Lead Capture**

* 2% of sales come from the first call
* 3% from the second call
* 5% from the third call
* 80% from 5th to 12th call

**Notes:**

* They expect a call within an hour, often less than 20 mins, 4 hour max
* Always call if they leave a phone number, higher value expect a call
* Don't be turned off by false names and emails
* Job is to establish contact, then create rapport
* Email follow-up after call or voice mail (send info plus mobile app)
* Attempt contact 3 times per week for the first two weeks, weekly after that, monthly later
* Monthly follow-up can be IOV's or Housing Reports, eContacts
* Conversion rate from internet is 1-2%
* Careful with phone messages of call you back at end of day or tomorrow, won't wait