

20 Online Lead Generators

**and the
BEST STRATEGY**
to get your own leads



It doesn't matter if you're a new agent or an experienced, season agent, your ability to consistently generate leads will determine your future growth. Referral-based lead generation companies offer a great alternative that might be a perfect fit for your business.

THE ABILITY TO GENERATE LEADS IS FUNDAMENTAL FOR SUCCESS IN REAL ESTATE — THERE'S NO QUESTION ABOUT IT.

However, the cost of leads can sometimes be very expensive depending on the lead generation company you choose to work with. But there is another way to have a steady flow of leads without the upfront expense.

Over the past few years, we've seen a surge in companies that generate and nurture leads, and then refer them to agents once the client is ready to begin seeing homes or find a listing agent.

These sites make their money through referral fees — ranging from 25 percent to 40 percent — from the agent at the time of closing. They are a great alternative for agents looking to generate a steady supply of leads without upfront costs.

So, if you're looking for another lead generation strategy, the following seven companies might be just what you need.



Estate.ly

www.estate.ly

Estate.ly looks for experienced agents with at least three years experience and preferably five years of experience. They also require letters of recommendation from past clients. They stay involved with the lead throughout the process, making sure the client they refer is handled professionally.

They select a small number of agents in each market, and they want top agents who focus on customer service. They survey every referral sent, and these surveys determine the referrals given in the future. Estate.ly is another great option for experienced agents looking to add another lead source to their business.

Whether you are just getting started in real estate or you're a seasoned agent, your ability to consistently generate leads will determine the future growth of your business. Referral-based lead generation companies, like the ones mentioned above, offer a great alternative that might be a perfect fit for your business.

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UpNest
by Realtor.com®

www.upnest.com

UpNest is a referral site that works with both buyer and seller leads. Once leads submit a request on the site, UpNest then has an adviser call to qualify them and gain additional information about what the lead is looking for in an agent.

The UpNest adviser then submits the information to three to five agents registered in the UpNest program. The agents submit proposals on what they are willing to do to gain the lead's business.

Once leads receive the proposals, they choose which of the agents they would like to interview to identify if it's a good fit.

UpNest requires at least three years of experience and a minimum of six transactions over the past 12 months to be considered for these referrals. UpNest also looks for agents who are somewhat tech-savvy with a strong social media presence. Its referral fee is 30 percent, paid at the time of closing.

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OPCITY

Opcity is a no-upfront-fee lead source owned by realtor.com. It generates the leads and then begins the nurturing process. Opcity also assists the buyers they work with by connecting them with a lender for pre approval in most cases.

Once leads come to a point where they are either ready to see houses or interview potential listing agents, Opcity sends the lead information to a group of their approved agents. The first agent to respond is then connected with the lead via a three-way phone conversation introducing the agent to the prospect.

The referral fee ranges from 30 to 35 percent paid at the time of closing, but the screening process usually ensures referrals who have been qualified and nurtured to a certain level before the agent receives the referral.

This platform must come through a brokerage registering first, then recommending an agent from their brokerage to Opcity. Some of the sites below require a certain amount of experience, but Opcity has programs for both newer agents and seasoned veterans.

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AgentHarvest®
A FREE REAL ESTATE AGENT FINDER SERVICE

www.agentharvest.com

According to AgentHarvest's website, more than 60 percent of the company's leads are homeowners considering selling. AgentHarvest only chooses three agents to service an area. These three agents are chosen based on their experience level and past achievements.

Although the areas they serve are limited, becoming a referral partner there can create a steady flow of leads.

The company's process involves sending the lead and referral agreement to the three agents servicing the area where the lead is generated. This is done simultaneously, allowing each agent to set an interview with the referral. They suggest the buyers or sellers interview all three agents. The referral fee is 25 percent at the time of closing.

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55PLACES.COM  www.55places.com

55Places.com is a referral platform that focuses on leads who are looking for active adult 55-and-older communities. Their website shows the areas and communities they serve. This is a very specific type of lead for very specific communities.

They are looking for agents who are very familiar with these communities, the amenities offered, and the surrounding areas. They prefer agents who are familiar with the floor plans offered, home types, pricing, and market statistics. It's a great lead source if these communities are one of the areas you service.

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REDFIN www.redfin.com/partner

Redfin has a referral partner program for agents looking for leads with a 30 percent referral fee at the time of closing. You can stay with your existing brokerage and receive Redfin referrals as long as you are in an area where it's generating leads.

Redfin's website states the requirements to join its referral partner program include "having a real estate license in good standing, your fair share of closed client transactions, and proven excellence based on their client surveys."

This means newer agents do have an opportunity to participate in its referral program in some cases.

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OJO www.ojo.com

OJO actively nurtures the leads to a place where they are ready to take action, either in selling their home or buying a new one. At that point, they pass the lead to the agent receiving the referral.

This is a great lead source if you are a broker, team leader, or agent with a little more experience. Their preferred experience level requirements include three years in the business and 25 closed transactions in the past 12 months.

Once OJO nurtures the lead to a place where they are ready to see homes or list their home, OJO sends an email out to up to five agents in their network. The first agent to respond receives the introduction and referral.

Once the lead is assigned, they appoint a dedicated OJO Concierge who will stay in touch with the agent and the lead throughout the process to ensure all of their needs are met.

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 **HomeLight** www.homelight.com

NO UPFRONT COSTS

Set up your profile in less than 15 minutes. We only ask for a 25% broker-to-broker fee once you close the deal

TRANSACTION-READY CLIENTS

Our algorithm matches you with qualified referrals who are serious about buying or selling. We verify them ahead of time so they don't waste yours.

CLOSE MORE DEALS

Client matches are performance-based. Agents who respond quickly and deliver outstanding service find more success with our platform.

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 **PrimeStreet** www.primestreet.io

Skip the sales funnel and go straight to the PrimeStreet Opportunity Funnel

The PrimeStreet system nurtures and qualifies aspirational clients until they are ready for your advice and local market knowledge. At that important step, we make the introduction to you as the local expert to take them through the final crucial steps of buying or selling a home.



LEAD CONNECTION

The PrimeStreet referral team is working for you 7 days a week. We use proven follow up techniques and the latest technology to make that all important initial connection with a lead.

LEAD NURTURE

Buyers often need time to get their credit in order, save for a down payment, or wait for their current lease to expire. The PrimeStreet system nurtures prospects until they're ready

PRIMESTREET QUALIFIED

Our experienced referral team is trained to sort leads by both intent and ability to move quickly. Only these PrimeStreet Qualified referrals are matched with our local partners.

PRIMESTREET OPPORTUNITY FUNNEL

A seamless handoff in our mobile application helps you take each Primestreet Qualified referral to the closing table. Our nurturing process engine allows you to focus on each step of the buyer's or seller's journey.

Smart Routing, Warm Transfer, Assistance to Closing. No upfront cost, 35% referral fee.

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WHY RADIUS MARKETPLACE?

Our success is in the hands of our network of top-performing real estate agents from around the nation. We understand the needs of buyers and sellers so we have hand-selected top agents who know how to close fast and efficiently.

HOW IT WORKS.

Simply submit your referral and we'll take care of the rest. We contact, qualify, and match your lead with up to three top agents in our referral network program. You'll receive updates every step of the way and receive 25% commission when the deal closes.

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**AGENT PRONTO**www.agentpronto.com**HOW AGENT PRONTO DIFFERS FROM OTHER REFERRAL SERVICES**

- No upfront costs or monthly fees.
- You won't need to spend time working through low-quality leads to find the rare legitimate buyer or seller.
- You will only receive referrals who want to be matched with an agent.
- We pride ourselves on being a great matchmaker and work hard to find real estate agents who are the best fit for our home buyers and sellers.

HOW AGENT PRONTO WORKS

Home buyers and sellers sign up for our service so they can be matched with the perfect agent for them. Immediately after signing up, we get in touch to answer any questions they have and verify as much of their information as possible.

We then match each referral with an agent who we believe is the best fit to help them out. We select agents based on their Agent Pronto profile, production levels, service areas, client preferences, specialties, communication, customer ratings, and other criteria.

HERE'S WHERE YOU COME IN

We'll notify you via text message and email when we have a new referral for you. The message will include the referral's first name, city, estimated sale price or budget, and a link to a page where you can accept or skip the referral. The page will also show you the referral fee you agree to pay when you successfully close on a property (typically 25-35% of the gross referred-side commission). We require that you quickly accept or skip so the referral isn't kept waiting.

If you accept the referral, we'll immediately connect you with them via email and provide you with their full name, contact information, and any additional details from our communication with them.

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Qazzoowww.qazzoo.com

Gone are the days where you pay for leads by zip code or territory. With Qazzoo, you are able to hand pick the best leads, without geographic limits. Whether you cover one zip code, one city, one county or state, you can cherry pick leads from the territories that work best for you.

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www.agentmachine.com/am01

In using our services as a registered real estate professionals with AgentMachine.com, you warrant and agree to the following:

- You are a real estate salesperson or broker with a current and valid license, of legal age, and capable of forming a legally binding contract;
- Only experienced real estate professionals can be part of AgentMachine's network. You must have three (3) or more years experience in your local market area to assist sellers and buyers.
- You have individually either sold five (5) million in real estate or completed twenty (20) transactions within the last twelve (12) months.
- All information you submit to AgentMachine.com is true and complete and that you will maintain and promptly update your Profile or other Information supplied to AgentMachine.com or to Users;
- You have acknowledge that you have obtained your broker's or other permission to use the AgentMachine.com's service, if you are required to work or be employed under a broker;
- As a AgentMachine.com real estate agent, you are not allowed to register or represent yourself as a prospective buyer or seller, even if your intention is to buy or sell property;
- You will not use the lead information and details obtained through AgentMachine.com to locate, identify or directly contact a home seller or home buyer in any manner without first accepting the requested service type received from AgentMachine.com;
- You have complied with all real estate licensing laws and have adequate and appropriate insurance coverage;
- All information you submit to customers about your services is your responsibility and not AgentMachine.com's offering of service;
- You will provide customers with all information and notices legally required with all real estate licensing and regulatory requirements applicable to real estate agents;
- Your products and services does not violate any applicable laws or regulations;
- You must promptly maintain and update of any changes in your license status;
- AgentMachine.com reserves the right to terminate the participation of any Real Estate Professional for any reason at AgentMachine.com's sole discretion;
- You agree to pay AgentMachine.com a referral fee of up to 30% of the gross referred side commission calculated on a minimum of 2% gross sale price prior to any split between the real estate professional and his or her broker, or allocation of a payment to another party (including but not limited to referral fee payments to other third parties) for all successful referrals (close of a qualified real estate transaction) that originate at AgentMachine.com's Web site;
- An AgentMachine.com client (referral) is any person, homebuyer or home seller who is introduced, sent or referred to you by email, fax or phone from AgentMachine.com real estate services;
- If required, you will obtain the appropriate approval/authorization from all relevant governmental authorities and other parties in order to complete a AgentMachine.com referral and to pay the corresponding referral fee to AgentMachine.com;
- You recognize that fraudulent usage of any service provided by AgentMachine.com real estate services may subject you to liability.

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REFERRAL EXCHANGE

www.referralexchange.com

It's a Win-Win...

NO monthly fees

NO upfront costs to receive referrals

You only pay a referral fee upon a successful transaction.

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www.chantelray.com

CanZell Realty represents the future of the real estate brokerage as a cloud-based, technology-driven company with a focus on servant leadership and industry best commission plans.

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**RAMSEY
Endorsed
Local Providers**

www.ramseysolutions.com/real-estate

Real estate leads from a program you can trust. Some real estate lead sources tend to screw you over. You belong in a program built for your success.

ELITE

Join agents at the top of their market.

AGENT-FOCUSED

Get referrals who asked for an agent.

RELATIONAL

Connect with agents and coaches who help you win.

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www.google.com/business

This is quite possibly the lowest hanging fruit for real estate agents, and it's still untapped.

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Nextdoor

www.nextdoor.com

If you happen to live in a planned community, you might already have heard of this.

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facebook.

www.facebook.com

Facebook is currently the dominant social media platform, especially among those that are in the home-buying and selling phases of their lives.

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Instagram

www.instagram.com

Even though Instagram is owned by Facebook, it's a completely different platform with different rules for success. Driven primarily by photos and video, Instagram is less about the conversation and more about showcasing your personality through the visuals you share.

CANZELL REFERRALS



CANZELL is working semi-exclusively with a partner company that nurtures potential clients until they are ready for your advice and local market knowledge. Once these clients have met specific criteria, our partner will make the live introduction to agents as the local expert to take leads through the final steps of buying or selling a home.

BENEFITS OF USING OUR REFERRAL PARTNER: *(Only available in certain states.)*

- Partner pays for leads, so you don't have to
- Proven strategic qualification process of inbound leads
- Easy to use & convenient mobile app
- Hot, live transfer from a representative direct to an agent
- No upfront cost per referral
- Training & coaching provided
- Conversion rates 3x the average industry rate



HOW IT WORKS!



POTENTIAL
CLIENT

HOME BUYER PROFILE

Address: 523 Beach, St. 23464
Motivation: Buying
Price Range: 350K
Down Payment: Yes
Time Frame: 3 months



PARTNER QUESTIONNAIRE

1. Are you buying or selling?
2. Time frame to buy?
3. Price range?
4. Are you currently approved for a mortgage?
5. Do you have a down payment?
6. What is your credit rating? (Poor, Fair, Good or Excellent)

MATCHING TECHNOLOGY

Agents set their work area, schedule and preferences for price and property type. The lead's data is then matched with an agent with the highest probability to close.

