

# Why Finding Quality Real Estate Leads is a Cinch with Tried-and-True Technology



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Lead generation ideas for realtors aren't easy to come by. Even when the market is hot, knowing the right way to connect with potential clients can feel more like playing roulette than building relationships. But with the right tools, savvy realtors are set to bring in new clients by being smart about how they communicate.



When it comes to quality real estate leads, cold calling can be pretty discouraging. Luckily, you can bring authenticity to your calls with UCaaS.

## Why It's Time to Embrace Communications Strategies

One of the greatest hurdles slowing down potential leads is also your most precious commodity: time. So, how do you uncover real estate leads without wasting your time or that of potential clients? By leveraging communication technology.

How do you typically reach out to new clients in your area? If you're still using the phone to ring potential leads, consider how today's consumers, especially younger generations, approach traditional phone calls:

- This is inconvenient.
- This feels impersonal.
- This is probably a waste of my time.

If you want to put your best foot forward and avoid wasted time and potential, you'll want to leverage a communication platform that can meet your potential clients where they are.

*Long story short, if you're looking to breathe new life into your communication efforts and generate quality leads, UCaaS needs to be on your radar.*

## Building Relationships through Authentic Interactions

Since first impressions are important, focus on technology that helps you to leave a positive impression. Cloud-based communication platforms can cut through the "coldness" of initial contacts and build instant connections.

How does this technology differ from traditional methods of reaching out to clients, such as telephony? As a tool, unified communications-as-a-service (UCaaS) gives you more flexibility and depth. With a little luck, you can generate interest from a relatively non-interruptive text.

But then what?

The best way to secure quality leads is to show your authenticity and means to be of service. One-dimensional communication is ultimately too shallow to get the job done most of the time. With a solution like UCaaS, you'll be ready to prove your sincerity and ability anytime, anywhere. Then, take those leads to the next level immediately with video chat or virtual walkthroughs that maximize everyone's time and develop deeper connections.

## Using UCaaS to Convert Quality Real Estate Leads

In essence, you'll not only be better able to find those perfect leads but also establish trusting relationships. Say you've caught the attention of a potential lead that's looking for a very specific property that other agencies haven't been able to provide. The conversation moves from text to voice, and as it unfolds, you realize the perfect match may be sitting right in your portfolio.

You describe the property, but the person on the other end of the line is understandably skeptical. Who could blame them? It's isn't easy to visualize a property with only square footage and an address as your parameters. This is where things would start to unravel if you were depending solely on traditional communication technology.

But you've got the power of UCaaS on your side. With it, you can set up a video conference bridge where you visually walk them through every square foot of the property. If that doesn't build an instant interest in the listing, nothing will.

This can also extend to interactions initiated by others. Perhaps you left your card on a doorstep and it leads to a call, but you're not at the office; maybe you're at a showing or on the phone with another client. Either way, you can't generate quality real estate leads through voicemail, right?

With a simple UCaaS solution, calls to your desktop phone can be dynamically routed to other agents or to your own mobile device. With visual voicemail, you can read messages as they come through — even while you're on the phone — and prioritize your response. And with a complete CRM integration, client data can be brought up with the click of a button to empower more detailed, accurate interactions.

Or maybe you could be lucky enough that the client comes to you. UCaaS can log information a potential client might share if they engage with a chat API on your website, enabling you to send them targeted SMS messages later.

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