



AGENTOLOGY

Insights Report Q4-2018

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Welcome

What's New!

2018 | Q4



Hillary Anne

Vice President of Sales

Who can believe it's already 2019? Time sure flies when we're crushing leads for our broker/agent partners! Each and every day our team of professionally trained ISAs handle thousands and thousands of leads for our agent and broker clients. 2019 is proving to be a year of extreme growth for us, and we couldn't be more excited about the future!

As you are probably already aware, we call, text, and email leads 24/7. Operating at this scale allows us the opportunity to collect & analyze millions of data points, and share our findings with the Real Estate industry as a way to give back. Our Agentology Insights Report is the aggregation of all of that data. We seek to provide transparency and insights into the world of online leads and consumer behavior to better serve the Real Estate community as a whole. Ultimately, the goal of this report and of Agentology is to increase lead engagement and conversion for Real Estate professionals everywhere.

All of the data in this report was collected between 10/1/18 and 12/31/18 and has been scaled to reflect notable data points, allow for market comparisons, as well as provide insights into what we think are interesting points and trends. To maintain a high level of integrity on the data and reporting, minimum lead counts were used for sample sizes so as not to skew data (*ex. small sources, such as personal agent websites were not included*).

Best,

Hillary Anne

Vice President of Sales

Agentology

hillary@agentology.com

Qualified

/kwol-uh-fahyd/

verb

When we're able to engage a lead, verify their basic info, and confirm their interest in working with an agent, they are considered a qualified lead.

Active

/ak-tiv/

verb

Leads that we are currently engaging with. When we receive a lead we view them as active until we are able to actually Qualify or Unqualify them.

Unqualified

/un-kwol-uh-fahyd/

verb

Leads can be unqualified for many different reasons, including (but not limited to) the following:

- Lead is not interested and doesn't want to be bothered
- Lead included an invalid phone number AND email address
- Lead is already committed to another agent
- Lead is a duplicate in your system already
- Lead is unresponsive after all attempts are made
- Lead is renting or looking for a rental agent

Referred

/ri-fur-ed/

verb

Being a member of Agentology you get the benefit of referring any of your leads back to the Referral Network that you don't want or can't handle. If they close we'll pay you a 25% referral fee on each closed deal!

Qualified leads referred to Agentology are matched with another top agent in our network. You can view the status of any referred lead in the referred tab on your Agentology dashboard.

Performance

Portal Leads

More serious buyers/sellers (further down the funnel towards a purchase/sale)



Highest Engagement Rate

84% Engage with Agentology



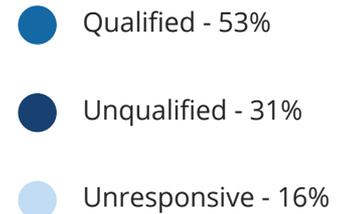
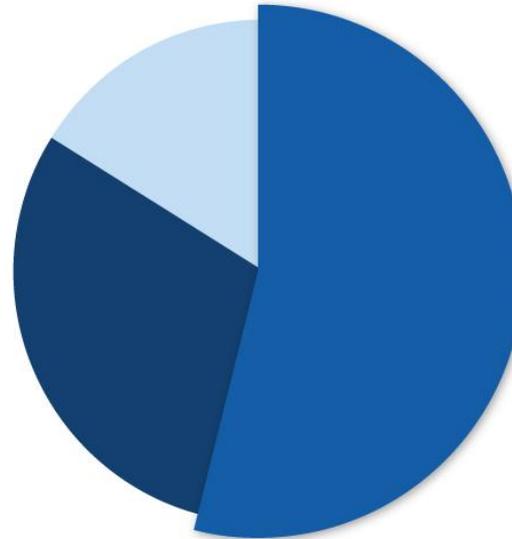
Highest Conversion Rate

53% Qualified by Agentology



Ironically, most likely lead source
to **already have an agent**

Agentology Tip: Protect yourself from
client poaching by providing constant
value during the search process



Brokerage | Website Leads

Most likely lead source to be referral



Decent Engagement Rate

58% Engage with Agentology



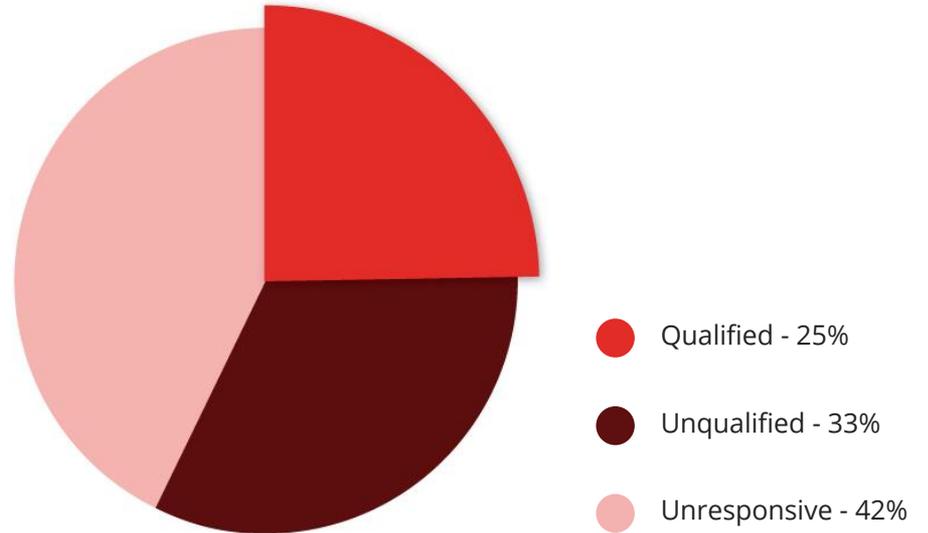
Decent Conversion Rate

25% Qualified by Agentology



Most likely lead source to be a **referral**

Agentology Tip: Make sure your website (or your broker's) is mobile friendly - over half of real estate searches are done on a mobile device.



AdWords Leads

More experienced buyers and sellers



Good Engagement Rate

63% Engage with Agentology



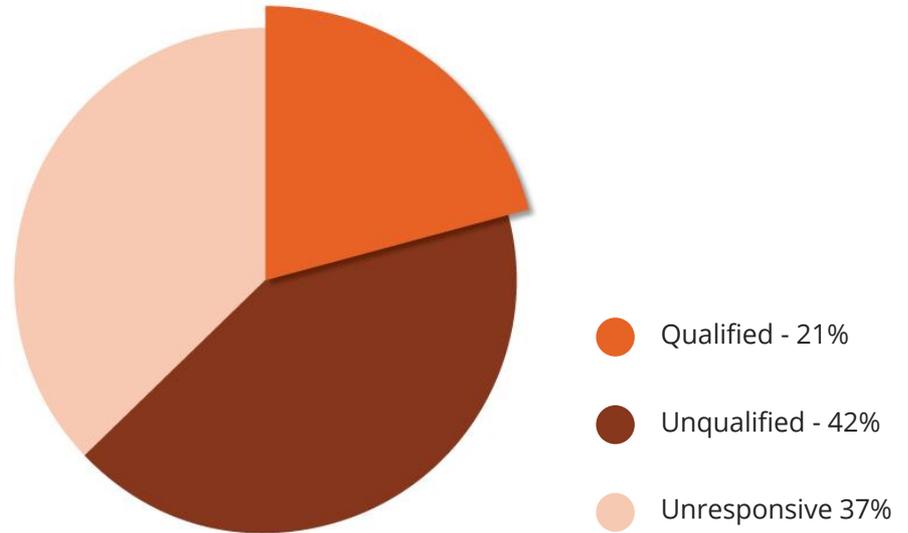
Low Conversion Rate

21% Qualified by Agentology



Most likely lead source to be **agent focused**

Agentology Tip: Make sure your landing page has a decent Call to Action. Good user experience is important - so keep it clean!



Social Leads

Top of Funnel Lead Source (leads are farther away from purchasing and need nurturing)



Decent Engagement Rate

55% Engage with Agentology



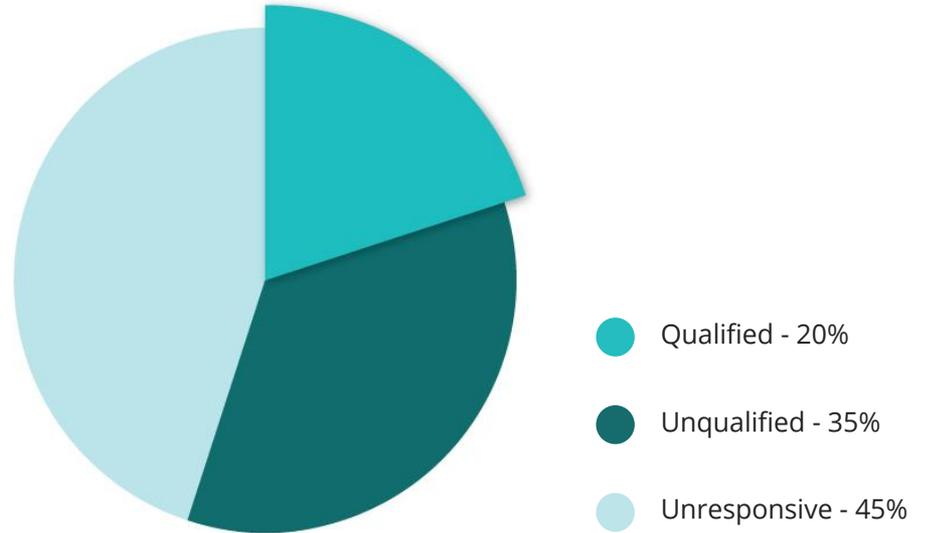
Low Conversion Rate

20% Qualified by Agentology



Socially verified lead contact information

Agentology Tip: Be patient and focus on providing value and assistance as they are more likely to be just starting their journey



Response Rate | SMS Cadence

Our trained concierges respond instantly & make up to **10 attempts within the first 5 days** via phone, SMS, & email.

Here's what that looked like in Q4:

 **28%** of leads answer one of our two first calls

 **84%** of leads engage with us during our 10 attempts

 **62%** of leads respond to our initial SMS

 **19%** of leads have no mobile number or are email only



Lead Fun Facts

With thousands of leads running through Agentology daily, we have a unique glimpse into the minds of potential buyers and sellers.

Fact No. 1: Top 5 Converting Lead Sources

Purchasing leads can be done in a variety of ways; events, door-to-door, and referrals are all options. However, one of the easiest ways to get leads is to just buy them. Here are the top 5 converting lead sources that our most successful agents are using.



...and



Fact No.2

36%

of Lead Qualifications were done
on a **live phone call**

Fact No.3

39%

of Qualified Leads want to
purchase as soon as possible

Fact No.4

89%

of Qualified Leads want to speak
with their agent **on the same day**

Fact No.5

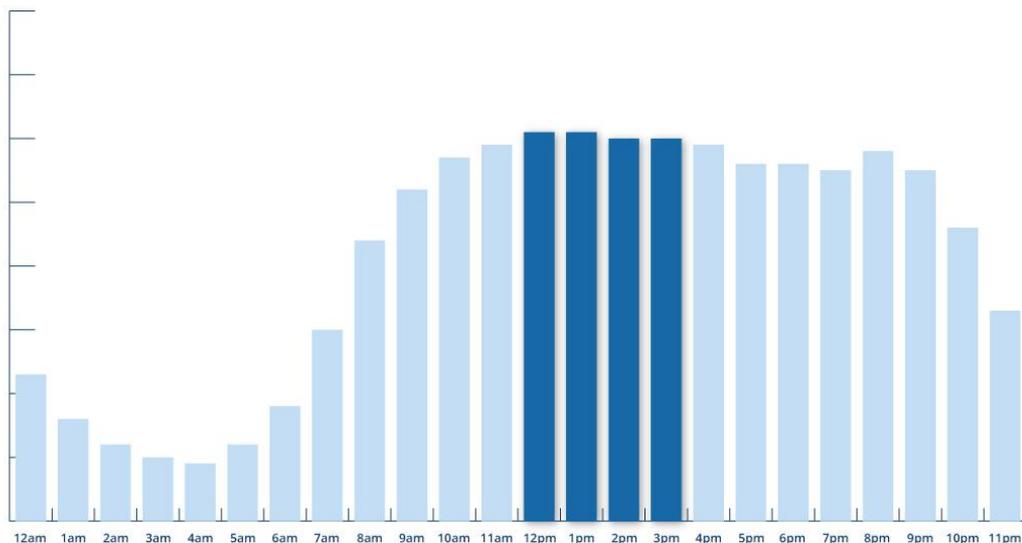
20%

of Qualified Leads are interested
in purchasing a home for **more
than \$400k**

National Daily Flow

National Daily Lead Flow

The graph below shows an average Q4, 2018 day of **hourly lead flow** adjusted for time zones and aggregated together.



Highest lead flow hours were in between 12pm and 3pm



32% of all Leads came in Overnight (from 8pm to 8am)



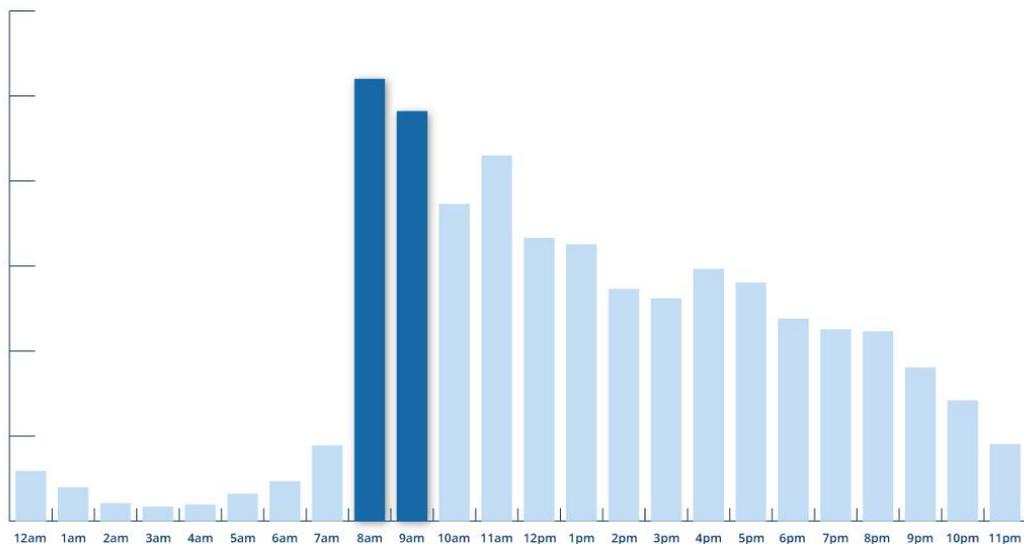
49% of all Leads came in after 5pm and before 8am



13% of all Leads came in between Midnight and 8am

National Daily Message Flow

The graph below shows the average hourly conversation flow for sms messages during Q4, 2018.



Highest conversation flow hours were in between 8am and 9am



19% of all Messages happened Overnight (from 8pm to 8am)



34% of all Messages happened after 5pm and before 8am



6% of all Messages happened between Midnight and 8am

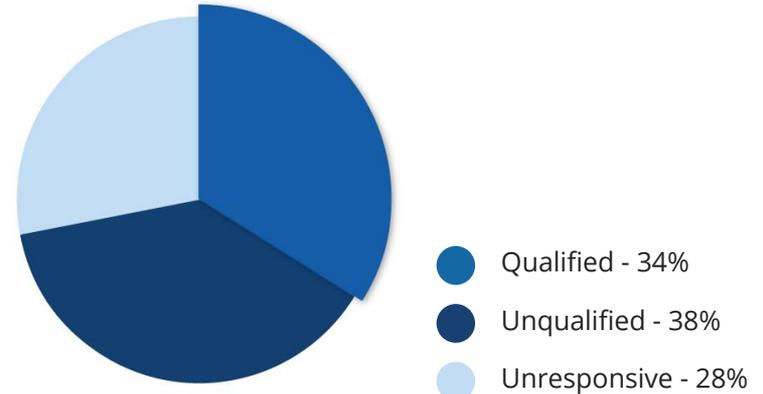
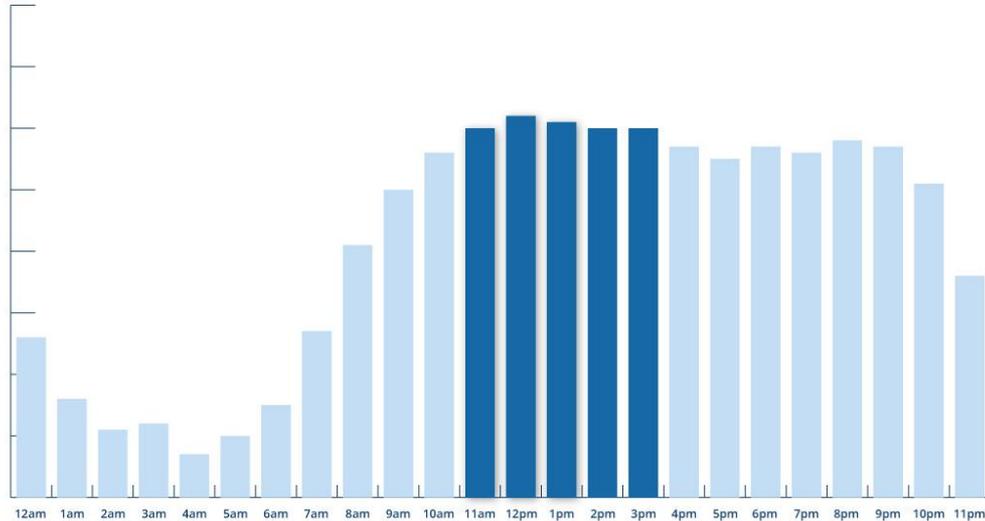
Regional Performance



Eastern Lead Flow

35% of all leads are in the Eastern Time Zone

Best window for lead generation was **between 11am and 3pm EST**

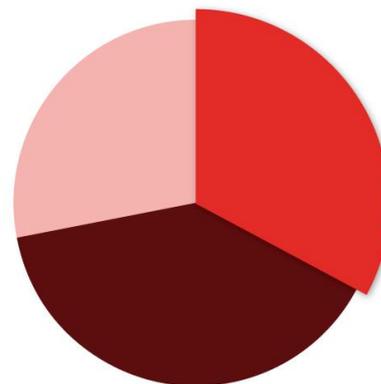
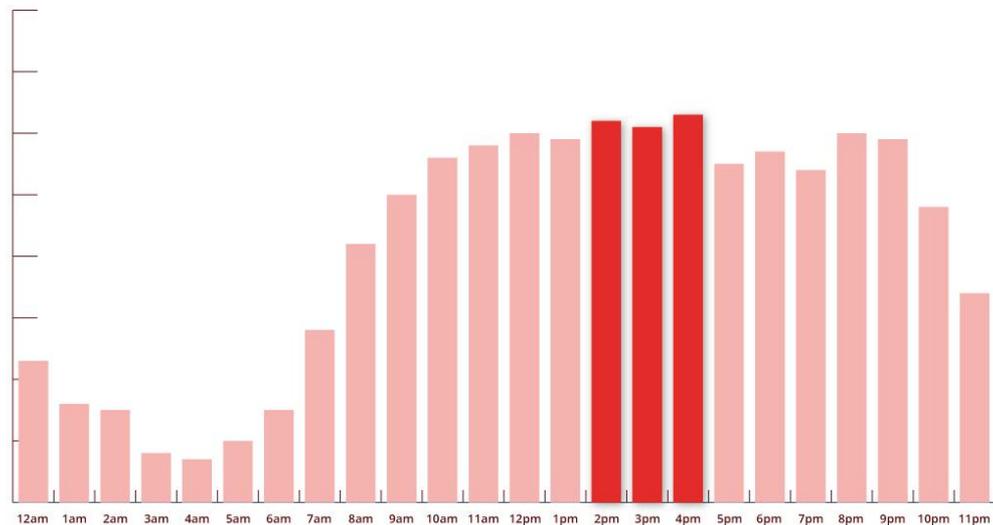




Central Lead Flow

19% of all leads are in the Eastern Time Zone

Best window for lead generation was **between 2pm and 3pm** EST



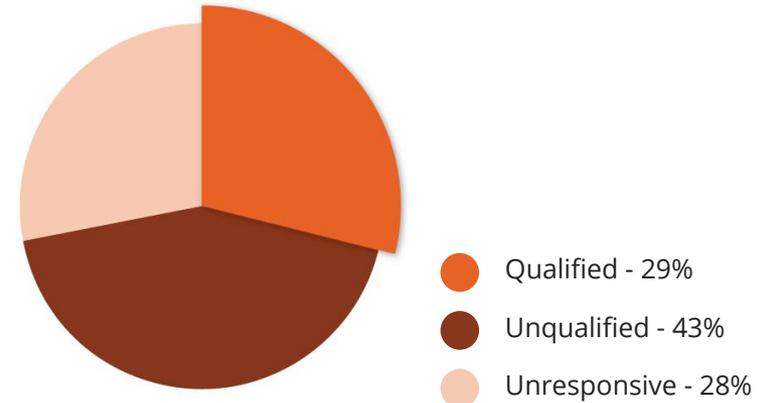
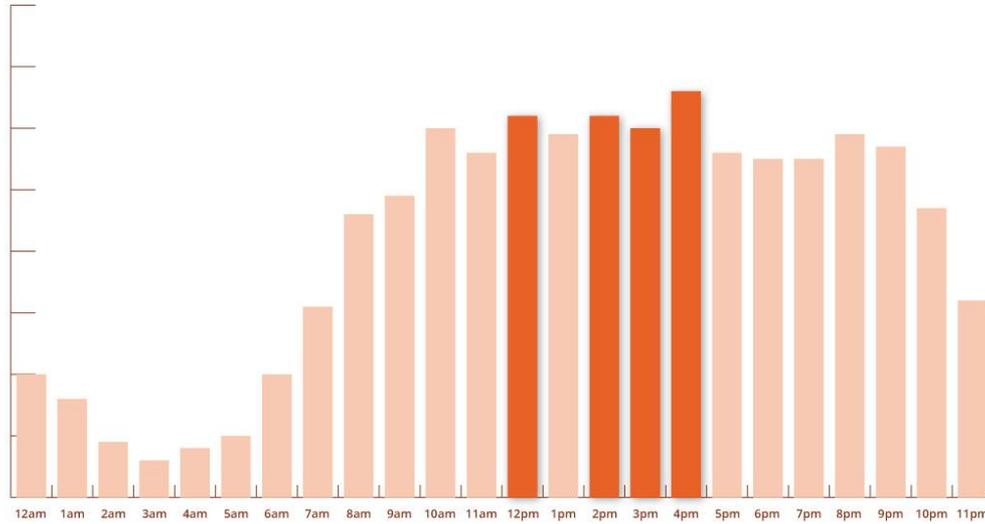
- Qualified - 33%
- Unqualified - 39%
- Unresponsive - 28%



Mountain Lead Flow

9% of all leads are in the Eastern Time Zone

Best window for Lead Generation was at **12pm** and **between 2pm and 4pm**

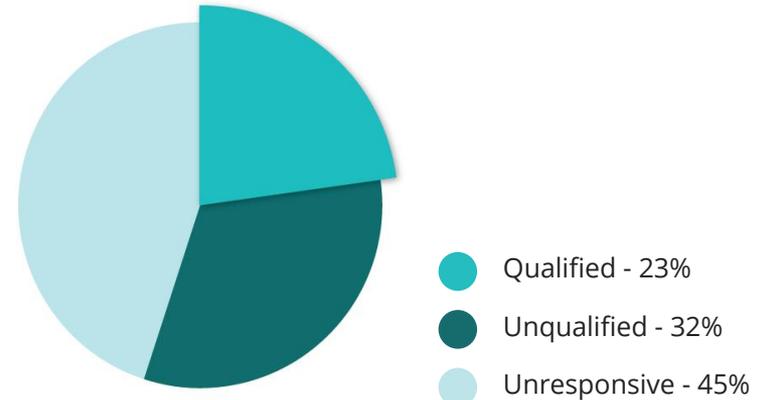
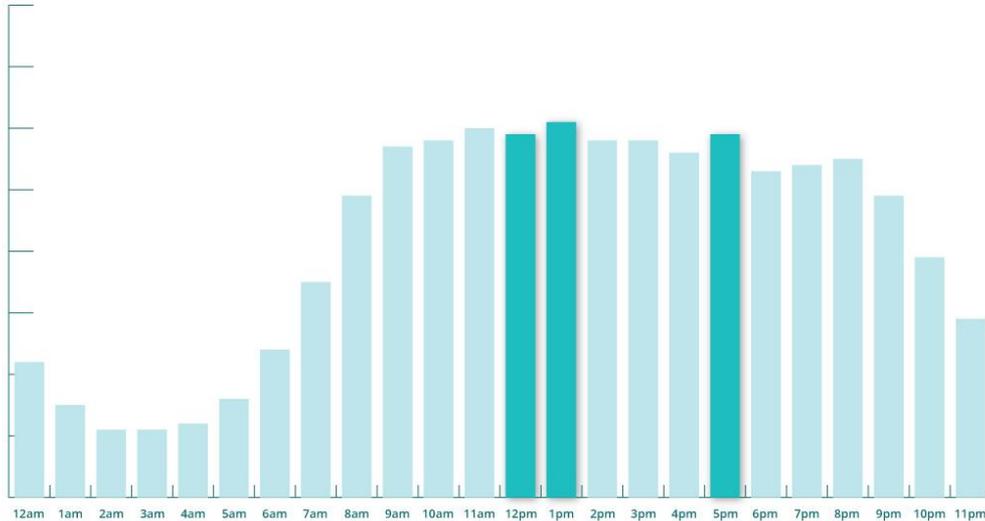




Pacific Lead Flow

33% of all leads are in the Eastern Time Zone

Best window for Lead Generation was **12pm and 1pm, and 5pm** PST



Data is King | New Agentology Insights Dashboard

Learn valuable insights and view lead data related to conversion rate, response rate, activity metrics, and more.

How Your Concierge Helps

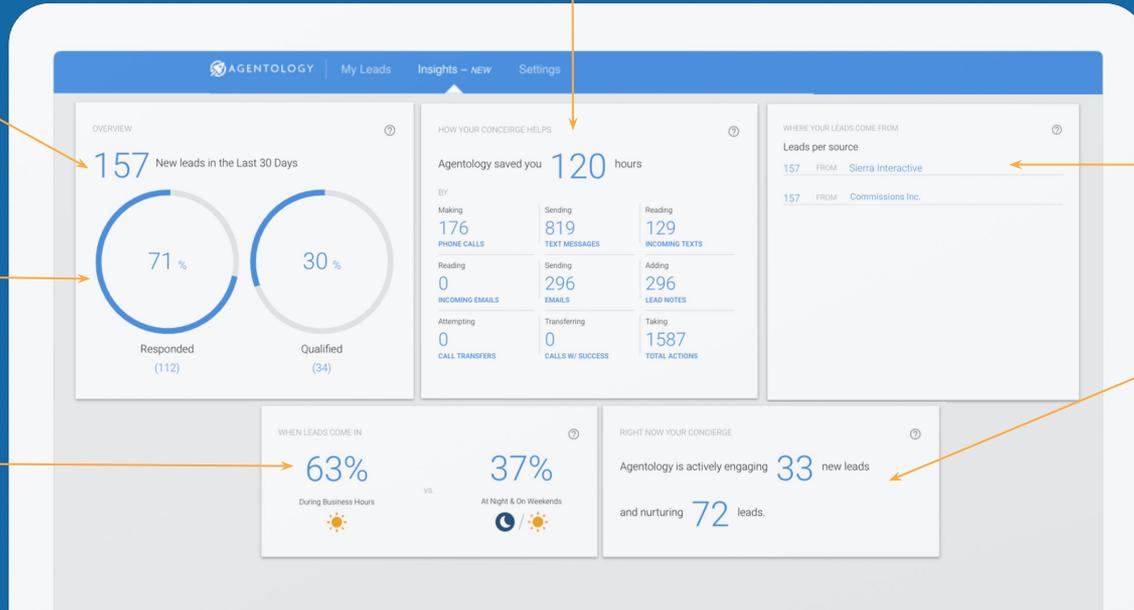
Total Leads Received

Performance

Daily Lead Flow

Lead Source Summary

Current Lead Status



Not already a member? Schedule your demo today.

Understanding your lead funnel is just the first step in growing your Real Estate business. Engaging leads quickly and doing the necessary follow up is what makes all the difference.

Agentology engages leads 24 hours a day, 7 days a week because frankly, that's when they come in - all the time! We make 10 attempts with each lead using phone calls, texts and emails to maximize results.

We are always on. No matter where you are in this great country, we are your 100% USA based ISA solution. We operate exclusively from our offices in downtown San Diego, CA. (Because California Burritos are good for ISAs)

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Call (844) 372-3014 | agentology.com