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Revaluate

The Real Estate Lead Gen Database: Case Study and Report

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Your Clients are Another Agent's Lead: Shouldn't You Be the One to Close Them?
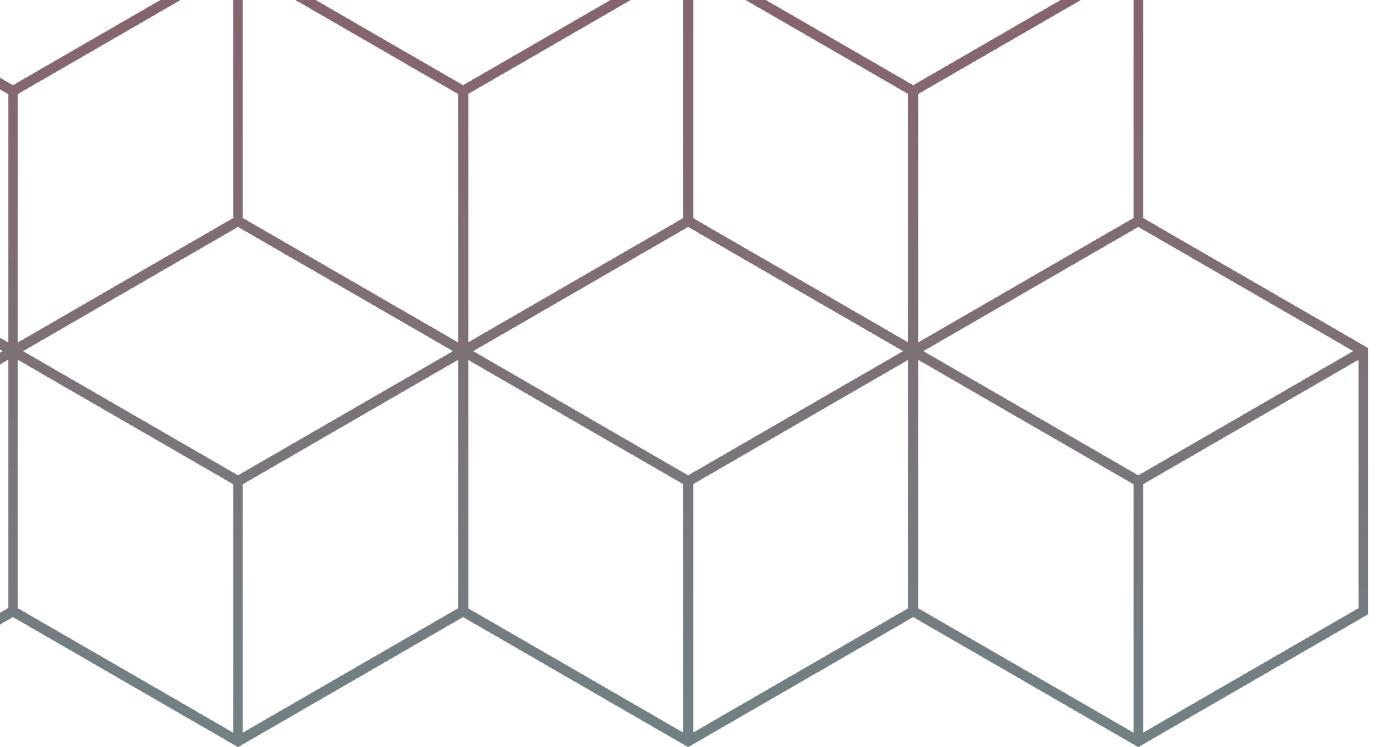
Case Study Summary:

Real estate agent and team databases were audited for a 12 month period, uncovering broad errors, data omissions and most importantly, many lost transactions. The total for the 8 Realtors' data included over $2.5 billion in lost volume opportunity. No marketing plan can be cost effective without a solid foundation of good data, resulting in a vast opportunity for coachable wins.

Challenges & Objectives

The Challenge

- Over years, databases become unwieldy and outdated, as more contacts are added and files are rarely scrubbed and updated because of the time and effort involved in the process.
- Marketing is expensive: both in dollars and in time spent, and without curation, client relationships can dim and even extinguish.
- Agents need help cleaning and segmenting their database, and also need coaching to understand how to effectively engage with each of those segments.
- Contacts that have gone cold lead to lost income.

The Objective

- Highlight the seller opportunities in the databases of 5 teams and 5 individual agents by auditing and scrubbing their contact lists, and checking them against transaction data to see which sold in the last year.
- Aggregate the opportunities won and lost within those databases to see the total volume and estimated commissions they could have captured.
- Show how the utilization of technology can work on an agent's behalf to grade, clean, repair, and properly segment those databases so that future business opportunities are not lost.

Case Study Source Data

- Data range: 12 months
- Reporting from 7-25-24 to 8-20-24
- Sample Size: 8 unpaid volunteer participants, ranged from single agent to 200+ person team
- Wins and losses measured against MLS listing data provided by Altos Research datasets
- De-duplicated, researched & tabulated by Revaluate Inc
- Report generated by Artisan Consulting
- Commissioned by Tom Ferry Inc.
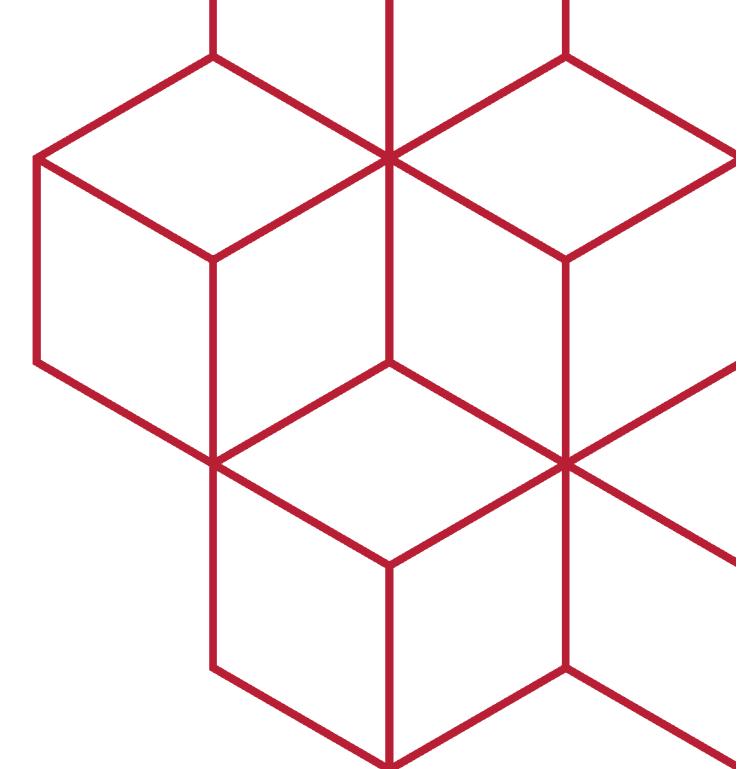
Significant Findings

	Individual Agents	Teams	Total
Contacts without addresses	14,413	258,091	272,504
Contacts with addresses	8,002	154,508	162,509
Opportunities missed *(when address provided)*	272	4,889	5,161
Volume missed *(when address provided)*	$331 million	$2.24 billion	$2.57 billion
Income missed *(when address provided)*	Est. $6.5-10 million	Est. $45-67 million	Est. $50-75 million

Conclusion

Databases are the foundation of a valuable real estate business. Across the board, participant's databases contained sufficient potential to allow agents and teams to grow significantly beyond current production. However, all databases lacked accuracy, cleanliness and completion. Current marketing strategies can not be effective when the underlying foundation is faulty.
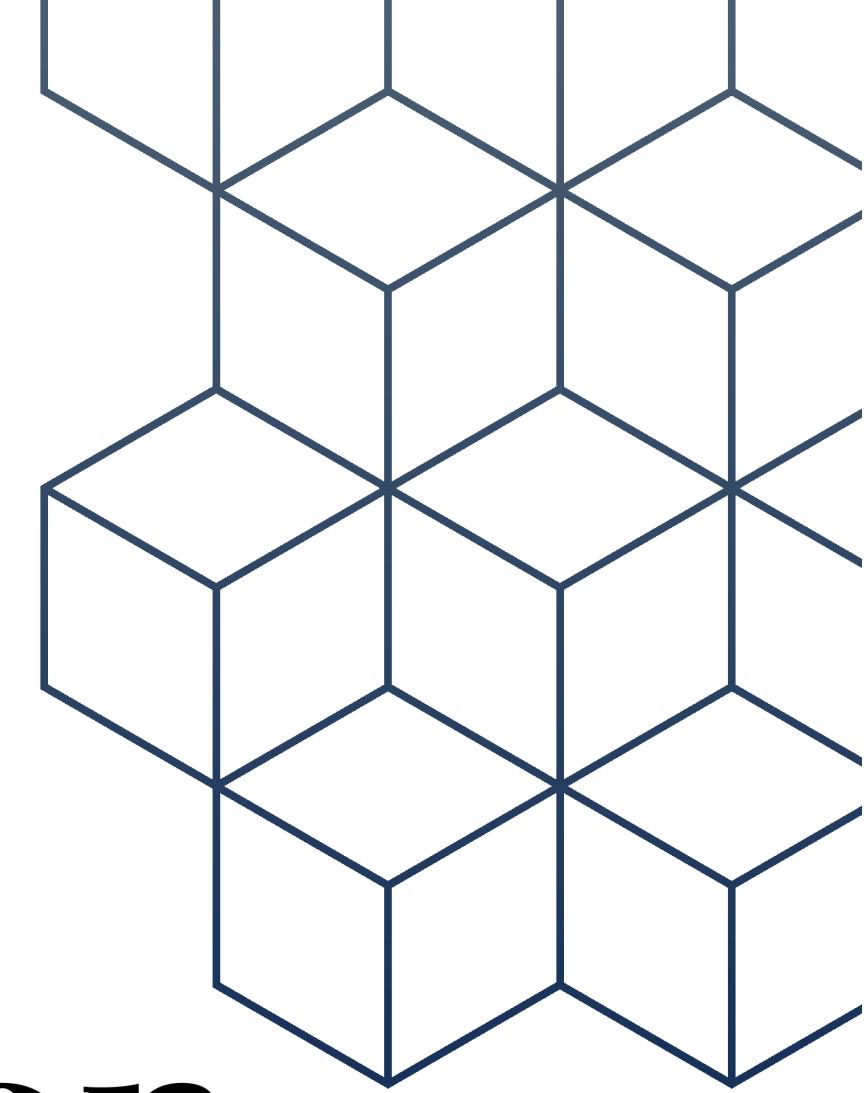
Recommendations

Leverage the Database

Clean up contacts. Add closed deals. Automate. Leverage coaches to focus marketing efforts and reduce marketing waste.

Steps To Leverage a Database

1. Audit your database* (for free!)
2. Cleanup, detox and repair
3. Score and segment
4. Build and automate a nurture plan with your coach
5. Close more business

Get In Touch

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