



TOM FERRY COACHING MEMBER CASE STUDY

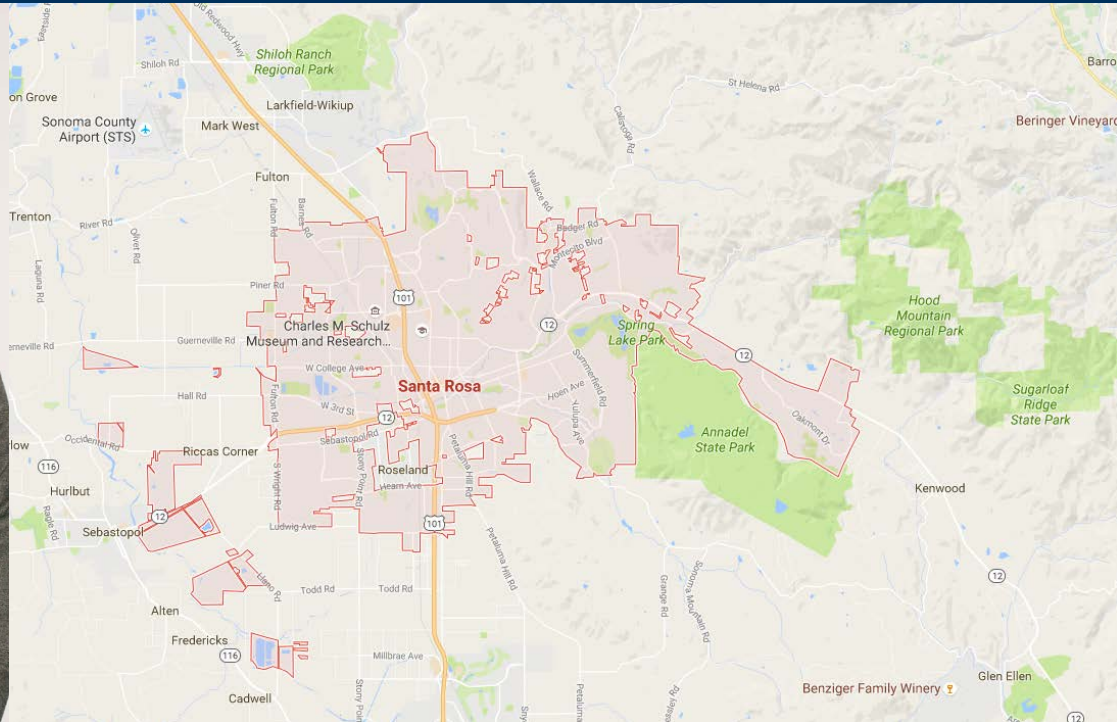
Zillow / Trulia Online Leads

FEATURING COACHING MEMBER: ADAM MENCONI



Zillow / Trulia Online Leads At a Glance

Market: Santa Rosa, CA
Average sales price: \$650,000



Annual GCI from Zillow/Trulia
\$475,000

Leads
per Month
40-50

Appointments
per Month
26-30

Monthly Investment
\$4,500

Closings
per Year
28-32

Years in
Coaching
1.5

Zillow / Trulia Online Leads

The Lessons Learned

What were the 3 biggest stumbling blocks / mistakes you made along the way?

1. I gave up after the first couple of times following up thinking all the leads were bad, essentially wasting leads. We allowed the few bad leads to hurt our mindset when we found good leads. Bottom line is, there are no bad leads! We just find those who want to do something sooner versus later.
2. I was unwilling to bet on myself or work to refine my craft. Somehow I did. It takes time but remember- anyone can sell their friends or family a house. If you get someone on the other line whom you've never met to believe you're the cat's pajamas you are a frigging Jedi baby!
3. I didn't put in the time to build a platform to get my voice out. I didn't ask for reviews or client testimonial videos. Once you invest in your messaging and content, it's amazing how far that content can go to help you build relationships. Nobody wants to hear me talk about myself, but they'll gladly listen to other people talk about me. It's human nature; don't fight it, use it.

What are the 3 tips you'd give to someone starting out on this lead source?

1. Build your reviews and set expectations with all clients. Let them know that you will knock it out of the park for them and will then ask for that 5 star review. Set that expectation up front.
2. Refine your value proposition. Know what unique value you bring to a call and deliver it!
3. Constantly talk to yourself in private to refine your vocalization, your speech and your verbiage. You can say the right thing the wrong way and miss out on a deal. Use positive, strong, advisory language instead of pushy sales tactics. It's a fine line in letting them know you're a real person and making sure they understand that you're a true professional.

Zillow / Trulia Online Leads The Backstory

Why did you decide to add this lead source?

It was a source that could be duplicated, refined, and ramped up as I improved my scripting, confidence and ability to convert.

How long have you been working this lead source?

15 months.

How long did you think it would take to get positive ROI?

First time on Zillow, I gave it 3 months and failed. Last year I gave it longer, invested more and realized the problem wasn't the lead; the problem was me.

Do you run this campaign by yourself?

No. We use Zillow Assist and I have an internal sales associate (ISA) to handle the incoming leads.

Zillow / Trulia Online Leads The Process

How many reviews do you have?

53

What is the average rating of your reviews?

4.9

How many zip codes do you invest in?

3

Do you use Zillow Assist?

Yes.

Do you have a video on your profile page?

Yes.

Zillow / Trulia Online Leads The Process

Once the lead is generated - what is your process for initial contact?

1. For the speed to lead, we currently have Zillow Assist do a live transfer to our internal sales associate. We then do our calls and emails out to them and update the assist team with our progress.

What I've found is that if Zillow Assist can't get them on the phone in the first hour or so, their success rate drops dramatically, so we take over from there. When leads see the local number and the emails from a local agent, that comes across to them as just wanting to answer the questions they had about the property.

2. For every contact, we follow up with premade BombBomb emails that let them know we're not a call center; we're here to help. Once we get them on the phone, we mirror them, build rapport, ask qualifying questions, and get the appointment set.

What is your process for pre-qualifying your leads?

LPMAMA Script (Location, Price, Mortgage, Agent, Motivation, Appointment) we learned from Bill Pipes at [Sales Edge](#) all the way. The ISA gets the most info possible so by the time I'm on the phone, we get a very clear picture of their MOTIVATION.

What's your follow up process?

Weekly phone calls/emails, whatever it takes to get the 1st meeting. Even going to their house and door knocking saying that you were in the neighborhood and thought you'd drop by. We've tried it all and continue to do whatever it takes.

What do you do with leads you don't convert?

We put them in our long term lead follow up where anyone can follow up and convert and get a better split. If we feel we aren't the right fit, we refer them out right away, and don't waste time.



Overview

California · Santa Rosa · Adam Menconi



Team Lead of Prosper Real Estate Team

Adam Menconi

Premier Agent

All Team Activity

★ 5/5 56 Reviews

46 Sales Last 12mo

Contact This Team

Name

Phone

Email

Empty text input field

Contact Team

Team Members



★ 5 (5 reviews)

Adriana Buenrostro



★ 5 (2 reviews)

Max McLeod

Professional Information

Address: Prosper Real Estate 115 4th St, Ste D Santa Rosa, CA 95401

Phone: (707) 215-4254

Websites: Website, Facebook, Twitter, LinkedIn

Screen name: adamprosper

Member since: 08/16/2010

Licenses: B01465886 (CA Broker License)

Languages: English, Spanish

About This Team



Broker/Owner (13 years experience)

Specialties: Buyer's Agent, Listing Agent, Relocation, Consulting

Top 1% in Sonoma County since 2004

Adam Menconi embodies what it means to be a top ranking agent in Sonoma County. His high energy, in-depth knowledge and extreme passion for Real Estate have allowed him to consistently outrank other Real Estate experts since 2003. He is highly sought

Team Reviews

[Write a review](#)Show: Sort by:

★★★★★ Highly likely to recommend

07/11/2016 - [nicole427](#)

Bought a Single Family home in 2016 for approximately \$1.975M in Santa Rosa, CA.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

We cannot recommend Adam and his crew highly enough! We are absolutely thrilled with our new home in Bennet Valley. We had been looking for a second home in Wine Country for years, but only seriously started the search the winter of 2016. While we were unsure about making this commitment at [More](#) ✓

★★★★★ Highly likely to recommend

07/06/2016 - [guadalupevalencia1234](#)

Sold a Single Family home in 2016 for approximately \$975K in Berryessa, San Jose, CA.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

It has been a pleasure working with Adam Menconi and his team. Everything went well from the beginning to the end. I am 100% satisfied with and how this matter was handled. I feel every detail was covered with knowledge and in a very professional way. My house was listed and sold in such short [More](#) ✓

★★★★★ Highly likely to recommend

06/13/2016 - [erick m rudy](#)

Sold a Single Family home in 2016 for approximately \$700K in Santa Rosa, CA.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★☆

Adam and his team did an excellent job helping us sell our home. Adam had a tough job ahead of him when he took us on, as we live out of state and the house had been a rental for many years. He and his team saw to all of the repairs and maintenance that needed to be done to make the home ready for [More](#) ✓

★★★★★ Highly likely to recommend

05/26/2016 - [green micaela](#)

Bought a Single Family home in 2016 for approximately \$450K in Santa Rosa, CA.

Review for Team Member: [Adriana Buenrostro](#)

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

My husband and I were so fortunate to work with Adriana throughout our entire home buying experience - from start to finish! She made the entire process feel easy and kept us stress free. Adriana found us the beautiful house we live in now and negotiated the deal with pose and professionalism. [More](#) ✓

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