

Match Internet Buyer Leads with The MoveScore

Can I use The MoveScore if I currently purchase online leads or utilize the Internet in another way to generate buyer leads?

Best Practices for Matching Buyer Lead

1. When you get an online buyer lead, make sure you fully understand what type of home that lead is looking for.
 - a. Type
 - b. Number of bedrooms and bathrooms
 - c. Location
 - d. Price range
2. Cross check your MoveScore list against what the lead is looking for starting with properties that have a MoveScore Rank of 1 and work your way down the list.
3. Identify several potential matches with the highest MoveScore Ranking.
4. Call each homeowner and let them know that you have a potential buyer for their home and ask if they would be willing to sell if the price is right.
5. If the homeowner would sell then work with your buyer lead and show the property. You will look like the real local expert if you show properties that are not on the MLS.
6. If the homeowner has no interest in selling, you still had a great reason to call and introduce yourself.
7. If you feel comfortable, stopping by in person to do steps 4 & 5 is always more effective then calling.