

# Growing Your Sphere of Influence

The broker's guide to  
powering lead generation

Does your brokerage get caught up feeling the need to provide an excessive number of leads to your agents? It makes sense. After all, leads are how you get more business at the end of the day. But what if we told you that your agents likely already have a bubble of ready-to-be-nurtured leads built into their day-to-day?

**Yes, we're referring to your agents' sphere of influence – it's not only a powerful source of leads, but it's core to our methodology here at MoxiWorks.**

Lead generation can be a difficult and distracting process for agents.

In this guide, we'll show you how to help your agents build their sphere of influence into their own lead generation machine by using systems, technology, and best practices that will help them nurture those relationships into a strong source of business and get rid of their desire for cold lead lists.

In the end, your agents will have an abundance of high-quality leads and a sustainable business that focuses on driving repeat and referral business. So how do they do this? Generate, nurture and convert. Let's start with generating those leads.



# Generate

Leads, like relationships, vary based on your history with that person – you interact differently with your best friend than your neighbor who just moved in. And because those relationships vary, you get different outcomes from each. When it comes to your agents, they should expect different outcomes with the varying relationships they have with each of the lead types they have. It's important for your agents to understand which leads are likely to deliver a higher return on investment. Let's review.



## Cold Lead

Your agent has had minimal contact with the person they are contacting. The contact hasn't requested communications from your agent and may or may not be interested in any service. Think of that unwanted phone call you receive during dinner: You don't recognize the number and pick it up out of curiosity. Much to your dismay, you hear an unknown voice on the other end asking if you're interested in their brand-new credit card with great loyalty points. You hang up.



## Warm Lead

A warm lead is a person that's shown interest in your agent either by engaging with them in some form or giving their information, but maybe has not specified why they're showing interest. Think about the person who lands on your agent's Instagram and likes a photo. This person may have interacted with your agent, but we still don't know if they're at all interested in buying/selling.



## Hot Lead

The golden ticket. A hot lead is a person who's been engaging with your agent for months, or even years, and is ready to transact; it's just a matter of when. Anytime your agent's phone rings, they pick up the phone hoping it's a hot lead saying they're ready to make the next move.

While cold lead lists might seem like a good idea, cold leads are 99% less likely to convert. <sup>(1)</sup>

And it isn't hard to see why based on these interactions. The warm and hot leads from your sphere of influence are where it's at. In addition to the "temperature" of leads, considering what stage of the decision cycle they're in will help you understand how close they are to buying or selling.



## Internet leads

The national average conversion rate for online real estate leads is between 0.4% -1.2% according to The National Association of Realtors® <sup>(2)</sup>. To calculate your conversion rate, you need to know the number of leads generated and the number of leads that converted to clients.

## Repeat and referral business

Alternatively, when a prior customer reaches out or a prospective buyer or seller asks someone they trust for an agent referral, they are typically late in the decision cycle, meaning they're prepared to buy or sell within 1-3 months.

In order to build a healthy business, it becomes necessary to help your agents rethink lead generation. Enable them to capitalize on warm and hot leads by coaching them to foster their sphere of influence, instead of getting stuck in cold leads' inboxes.

Having worked with hundreds of leading brokerages, we're all too familiar with the brokerages reacting to agents' thirst for leads with short-term, expensive fixes, only to see extremely low conversion rates as a result. Sure, agents are technically getting leads, but they know they're low quality or not even a real lead, so they're likely to be slow to follow up.

Not all the people in an agent's sphere are looking to buy or sell a home today. However, staying top of mind will pay off because they'll be the first to get a call when someone is thinking of transacting, and they'll be the first to receive referrals from their sphere. Besides, 41% of buyers choose a real estate agent based off a referral <sup>(2)</sup>.

This is a type of lead you just can't buy from any lead source besides your sphere. How do we know that sphere methodology works? Besides our proven track record of success with sphere, we also have statistics on our side.

# We're data people, so let's look at the numbers

According to NAR 2021 Home Buyer and Seller Generation Trends, for sellers

40%

Found their real estate agent through a friend, neighbor or relative.

13%

Used the agent they had previously used to list or buy a home.

05%

Came from referrals from other real estate agents or brokers

02%

Came through an employer or relocation company

In total, that is 60% of all closed seller transactions resulting from sphere of influence <sup>(2)</sup>.

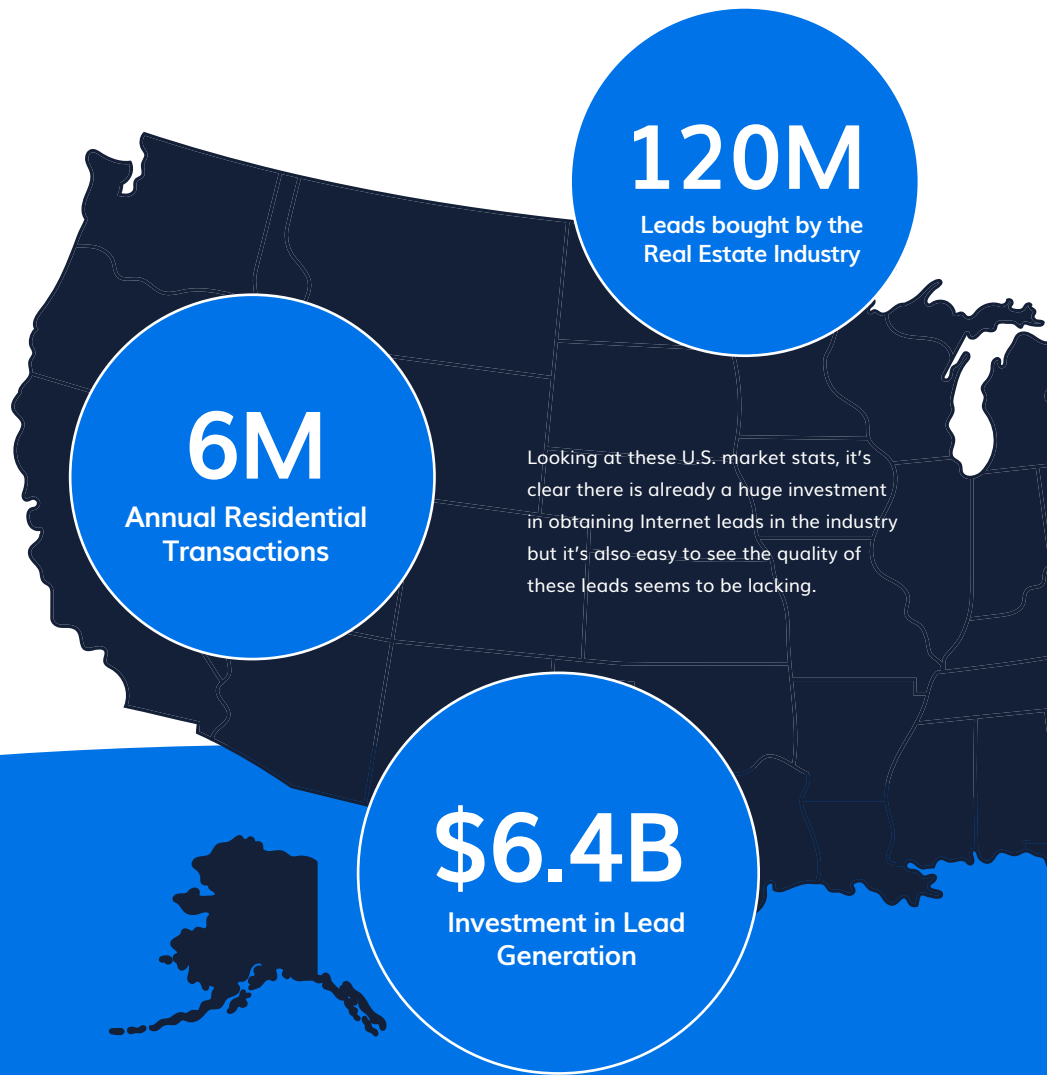


Meanwhile, those cold leads that our industry is focused on are converting at...

# 01%

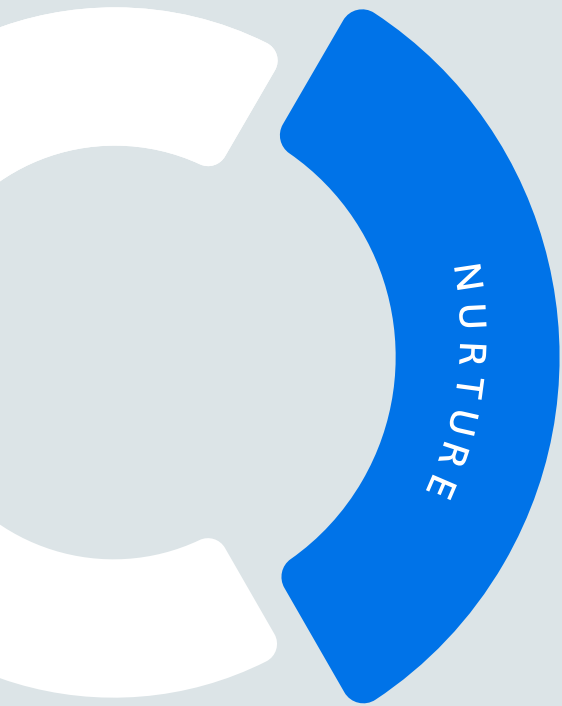
Lead conversion rate <sup>(3)</sup>

That means 99% of the time, they aren't converting. This is why it's so important for your agents to spend time nurturing leads in their sphere to build true connections.



"The component of Moxi in your sphere will almost ensure that you are top of mind in your clients' list of possible agents."

Scott Wetzel,  
President & CEO, Windermere  
Services Mountain West



# Nurture

The art of long-term relationship nurturing can feel daunting for many agents, but it doesn't have to be as all-consuming as it may seem. The key is for agents to apply a combination of timely, personal touch points with automated marketing programs. In order to effectively have your agents stay top of mind with their sphere of influence, the first step is to get a system in place that will support all their marketing and sales activities. Embrace a system, whatever that system is, and learn to automate your agents' processes, all while remembering, technology is only effective if you use it. So, let's use it.

## Get Organized with Segmentation and Prioritization.

In order to establish and maintain relationships with their sphere, your agents must get their contact database organized. The legwork upfront will pay out handsomely, we promise! Depending on the CRM system you've chosen to adopt, agents might have their database automatically synced to the system (MoxiEngage integrates directly to Microsoft O365 and Gmail, so when an agent enters a new contact into their phone or email, it's automatically synced to their MoxiEngage contact database).



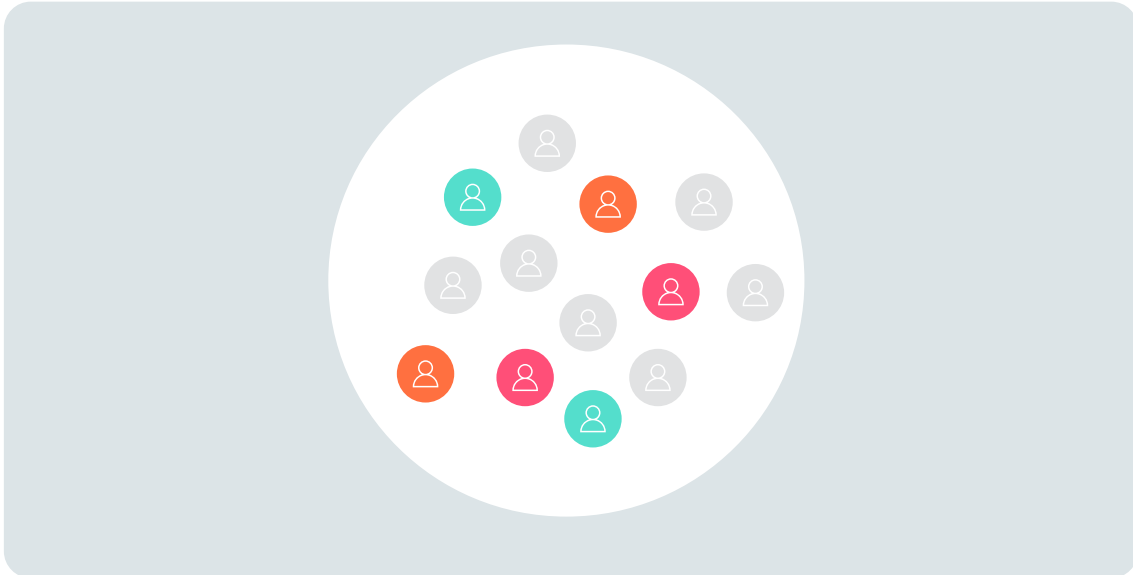
**"Success in real estate comes down to two factors: taking care of and valuing the customer."**

**Michael Miedler,  
CEO, Century 21**



## Segment

Agents can segment however they choose. This could be by relationship, date of contact, location, etc. Segmenting allows agents to organize their database in a way that makes sense to them and functions how they work best. For example, an agent segmented contact database could look like:



### 1. Type of relationship

An agent might have contacts from their son's years of playing soccer, the charity auction they helped plan last year, or from that year-long floral arranging class.

Whatever relationship it is, agents can group contacts based on how they know them to help keep better track of their sphere.

### 2. Interests

When agents group people based on common interests, they can keep them engaged in ways that matter to them. Group together the dog lovers, the baseball fanatics, and those who like to fish. This way, agents can send them tailored content that is relevant to them and their lives. When they go to host meetups or local events, they'll know exactly who to invite by reaching out to their groups with relevant interests.

### 3. Past clients

This is an agent's starting lineup. These are the people who are in an agent's camp already.

When an agent needs new testimonials for their website, these are the people who are more than willing to take a few minutes to talk about their experience working with them. An agent keeping in touch with past clients is a vital piece to growing their repeat and referral business.

With a well-organized, up-to-date database, life as a real estate agent becomes infinitely simpler. Marketing efforts go further and more engagement from their sphere of influence occurs. After all, sphere is the future of an agent's business, so make sure they show it some TLC.

## Prioritize

In each segment an agent has, each of those contacts should have a different level of prioritization. For example, one contact might be growing their family, and knowing their home isn't fully equipped for that new arrival, could be looking to make a move. Their agent should place them at a higher prioritization than the contact that hasn't answered any of their calls. The key here is that agents must be committed to keeping their database updated and squeaky clean. This type of system only works if agents keep these groups updated, so they're sending the right people the right information at the right time. Nobody wants to receive a "have you considered selling?" email from an agent they recently purchased a house with.

MoxiEngage allows for segmentation and prioritization within your CRM. Segment based off clients, non-clients, and groups that are agent-specific. MoxiEngage also gives an agent recommended actions and lets them know who and why they should be reaching out to this person today.

Once you've segmented and set priorities against the contacts in your database, now it's time to start nurturing your contacts by providing them more value and maintain your place in their inbox. ActivePipe's Nurture, now powered by MoxiWorks, allows your agents to deliver exceptional service at every stage of the buyer and seller journey. Agents will get access to a library of over 800+ premium real estate articles and longterm nurture campaigns catered to where your client is in their journey.



## How nurturing worked for a Brokerage like yours

# RE/MAX achieving amazing results



### Overview

With agents regularly spending several hours creating and sending marketing emails, RE/MAX Alliance saw an opportunity to scale up their business through marketing automation.

### Challenge

They needed to streamline the email marketing process while maintaining high-quality real estate content.

### Solution

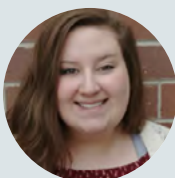
Implement marketing automation to scale up their business with an easy-to-use solution, ActivePipe. ActivePipe helps agents keep in contact with their clients online through high-value, frequent touch points such as branded emails and newsletters

### Results

**22.5%**  
Open rate

**9.2%**  
Click rate

**2,163,389**  
Emails sent (2021)



**"I hear all the time from agents that our content resonates with clients. By partnering with ActivePipe, the quality of our marketing and our customers' experiences were taken up a notch."**

Olivia Lambert,  
RE/MAX Alliance Marketing Manager

## Set Goals

One of the crucial steps to putting all of this together is goal setting. According to a Harvard Business Study, 14% of people who have goals in general are 10 times more successful than those without goals. The 3% of people who physically write down their goals are 3 times more successful than the 14% with unwritten goals <sup>(4)</sup>. This statistic holds true with agents as well. For example, just by setting a goal in MoxiEngage, the average agent sees a 10% lift in their business <sup>(4)</sup>. Some metrics that an agent should be tracking or should have visibility into are:

- A Transaction Goal
- Average Size of Transaction
- Gross Commission Income Goal

Enabling goal setting for your agents is not only statistically proven to help them achieve more, but it's also a great way to check in with agents and see their progress and provide coaching.

We've shown you the stats behind the sphere of influence methodology, and the power of nurturing relationships. But without the right technology to support, that's sometimes easier said than done. With the power of MoxiWorks and its tools, nurturing relationships is a seamless process that builds a continuous flow of high quality leads right into your agents' pipeline.



# See the Sphere of influence in action

## Sophia - Real Estate Agent



Real estate agent, Sophia, sends automated targeted content to her sphere of influence.

## Ethan - Home owner (Seller)



Ethan is looking to sell his home and gets Sophia's info from a friend who receives her emails.



Sophia also reaches Ethan through **digital ads** and a **direct mail postcard** for a neighbor's recent home sale.



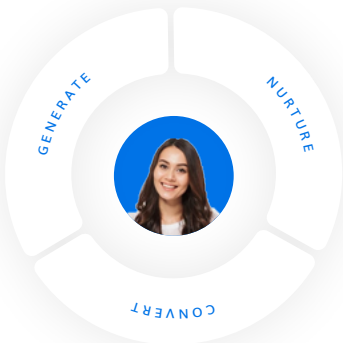
**Ethan contacts Sophia.** She creates a pricing analysis presentation and offers expert advice.



**Sophia wins the listing!** She creates a virtual open house to reach potential buyers.



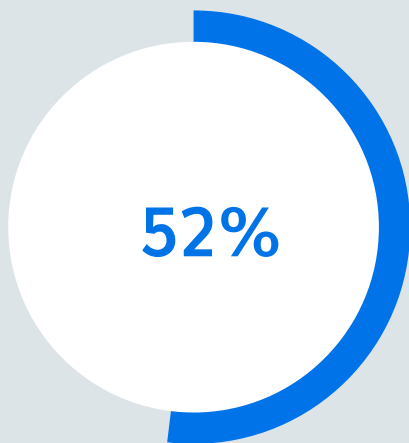
**Ethan is now part of Sophia's database** to receive market updates and targeted content.



Using MoxiWorks, Sophia will continue to stay in Ethan's inbox beyond his transaction, generating future referrals and repeat business.

# Convert

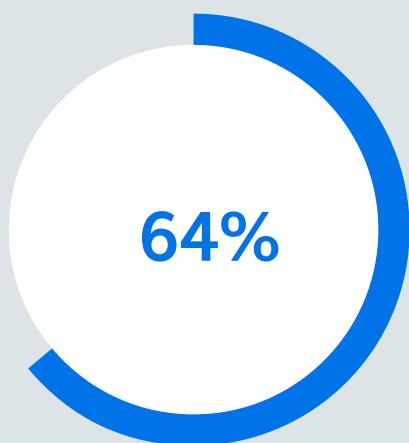
Sphere of influence is oftentimes talked about as a concept, rather than a statistically proven method. MoxiEngage, the CRM built on the sphere of influence methodology, has the data to prove that leveraging a sphere selling methodology drives undeniable results for agents.



Agents who fully utilized MoxiEngage saw

**52% higher sales volume**

than those without MoxiEngage year over year. (2019-2020)



Agents who fully utilize MoxiEngage saw

**64% more transactions**

on average than those without MoxiEngage year over year.

(2019-2020)

When agents use MoxiWorks sales methodology and automated marketing, they consistently see a massive increase in transactions. This isn't just the magic of software; this is the power of an agent's book of business coupled with technology that supports it.

So, the next time your agents are hounding you for more of those cold leads that only disrupt their flow and waste their valuable time, remind them of the bountiful ROI of their, sphere of influence.

## Ready to help your agents ditch the cold leads and activate their sphere selling superpowers?



Contact us today

[MoxiWorks.com/contact](https://MoxiWorks.com/contact)

#### Endnotes

- 1 <https://www.inman.com/2018/09/06/how-realtor-com-just-got-way-better-at-lead-conversion/>
- 2 [2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf \(nar.realtor\)](https://www.nar.realtor/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf)
- 3 <https://www.smallbizgenius.net/by-the-numbers/real-estate-statistics/#qref>
- 4 <https://hbr.org/2015/02/increase-the-odds-of-achieving-your-goals-by-setting-them-with-your-spouse>