



Everyone loves Marketing, right? Lauren Curley certainly does and she delivered an excellent Marketing seminar to the RVAA in February. Her positive energy, fresh ideas, and her inside the industry perspective kept everyone engaged. She discussed prioritizing leads into “sales readiness” by creating cold, warm, and hot “buckets.”

Is there a magic traffic conversion formula? Lauren says, “Yes!” 10:4:2:1. In other words, it generally takes 10 phone calls to produce 4 tours to produce 2 applications and result in one lease. It is also good to question whether or not you have a traffic problem or a conversion problem. A little analyzing of your own data will tell you if you are simply throwing dollars away to marketing efforts when simply converting more of the traffic that you are already getting is the answer...and that effort is “free.”

Prospects are changing the way they contact us. Properties tend to receive more email and online inquiries than ever before. Lauren told us to make sure that our email replies are short, that it answers their questions, and that they are personable. If you are using a template email reply give it a glance to see if it is too long or if it needs revamping.

Thank you so much, Lauren Curley, for the wonderful seminar!