

# LIST TO LAST

Seller Engagement Tools  
and Tips to Win in Your  
Post-NAR Settlement Era



**FOR  
SALE**

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# LIST TO LAST: SELLER ENGAGEMENT TOOLS AND TIPS TO WIN IN YOUR POST-NAR SETTLEMENT ERA

The recent National Association of Realtors (NAR) settlement decision represents a seismic shift in the real estate landscape, promising to overhaul traditional commission structures and introduce greater transparency. This decision, which eliminates the 50% commission split and prohibits advertising buyer commissions via the MLS, will force real estate teams to diversify their service offerings. In this new era, the ability to effectively communicate value and secure listings will define the success of real estate teams. This guide provides essential tools and tips to help you land more listings and thrive in the evolving market. Because much like Taylor Swift's reinvention era after era, real estate teams who can adapt within a shifting industry are best poised to claim market share and emerge stronger than ever.

## BACKGROUND: UNDERSTANDING THE SHIFT

The NAR settlement decision is a result of legal challenges that accused the association of practices that inflated consumer costs through commission structures. Historically, real estate transactions followed a model where buyer-side agents received 50% of the seller's commission, ensuring a predictable revenue stream and a standardized approach to property transactions. However, the NAR settlement has upended this practice. Key aspects of the settlement include:

- **Elimination of 50% Commission Split:** The traditional 50% split between buyer and listing agents is no longer mandatory.
- **Ban on Advertising Buyer Commissions via MLS:** Listing agents cannot advertise buyer agent compensation through the MLS, though they can still offer compensation off MLS.
- **Requirement for Buyer Broker Agreements:** Buyer agents must now use formal agreements to establish their compensation. In many states, this has already been required.

## WHY THIS MATTERS

The degree to which the NAR settlement impacts real estate teams and brokerages will vary. For example, more than a dozen states already require Buyer Broker Agreements, so this is nothing new for many agents. However, we're anticipating several implications as a result of the settlement that will have a widespread effect on the industry as a whole.

### Decentralization of Data

With the NAR settlement, the MLS will no longer be the sole source of truth for property data. This decentralization requires agents to leverage multiple data sources and platforms to stay informed and competitive.

### Focus on brand and value proposition

These changes are designed to increase transparency and foster a more competitive environment. By enabling direct negotiation and transparent commission structures, consumers can save money and make more informed decisions with a clearer understanding of commission fees. As such, real estate professionals will face greater competition, necessitating better service offerings and clearer value propositions. Whether and how this transpires remains to be seen, but the ruling represents a fundamental shift in how agents are compensated and will require real estate teams and brokerages to seriously examine business processes and how they go to market.

Teams and brokerages likely will need to diversify their service offerings to sustain their brands and income. With the removal of the 50% split, buyer agents will need to negotiate their commissions directly and prove value earlier in the process. Seller agents will also need to demonstrate local market and transaction expertise. Another related implication: purchasing buyer leads as a business model is likely to lose favor going forward. As such, organic website traffic could become important for business profitability. Local market expertise as part of your brand and value prop are a natural driver of organic website traffic as well.



**KRISTI JENCKS**

### WHAT'S A UNIQUE VALUE PROPOSITION AND WHY IS IT IMPORTANT?

In a recent webinar with Sierra Customer and Tom Ferry Coach and Speaker Kristi Jencks (Big Helper Group by eXp Realty), she shared pro tips and expertise on developing a Unique Value Proposition, or UVP. The webinar called "Approaching NAR Changes with Confidence" walked attendees through the importance of a UVP and how to develop one for your business. Below is a summary of the highlights, but you can view the webinar in its entirety here.

## WHY DO YOU NEED A UVP?

A UVP is important for several reasons, including standing out from your competitors, attracting the right kind of clients and building the foundation for long-term growth.

- Differentiation and branding
- Targeted marketing and client acquisition
- Client satisfaction and business growth

## CHEAT CODE: CREATING YOUR UVP WITH HELP FROM AI

Does creating a UVP overwhelm you? Don't worry. Get an assist from generative AI tools like ChatGPT to help you get started. Use the following details to help craft your UVP.

- Describe the core business, service or product you offer. Include details like what it is, how it works and who it's for. Specify your target audience, including demographics, psychographics and any particular needs or pain points they have that your offering addresses.
- Provide insights into the current market landscape, including competitors and how your offering differs from other real estate agents'.
- List the unique features and benefits of your offering. Highlight what sets it apart and how it adds value to your customers.
- Include a call to action - what do you want the audience to do once they hear your UVP: visit your website, sign up, etc.
- Share data, testimonials or case studies that support the effectiveness of your offering.

## COMMUNICATING YOUR UVP WITH AI

Once you have a solid UVP, you need to get it in front of more eyeballs. Use social media and your website to do that. Generative AI tools can help you create content that leverages your UVP effectively. Don't forget to add your UVP and any other relevant content such as infographics, blog posts and seller presentations to your Sierra site. Consider the following prompts to get you started:

- "Generate a series of engaging social media posts highlighting each key point of my UVP."
- "Create a script for a video testimonial that showcases how my unique services benefited a past client."
- "Develop an infographic that explains the home buying/seller process, incorporating how my services address common challenges."
- "Write a detailed blog post outline that educates readers on market trends and how my expertise provides them with an advantage."
- "Craft a seller presentation highlighting before-and-after sales examples to demonstrate the effectiveness of my marketing strategies."
- "Outline an interactive segment for my presentation that involves the audience, focusing on the benefits of my personalized approach."
- "Provide a detailed explanation of how my network benefits clients, suitable for inclusion in a presentation to sellers."

## Shift to Seller Focus

While buyer agency is a durable, valuable service if communicated well, in this post-NAR settlement world, listings will be, and have been, king. It has always been true that if you win a listing, your likelihood of transacting is far higher, and the best real estate businesses in the world are already listings-focused. We're seeing our customers deploying more capital and effort toward seller lead generation as well.

**"The ability to generate listings is a defining trait of top producers."**

**- Jason Pantana, Tom Ferry Coach  
[Listing Magnet webinar, July 2024]**

# EVOLVING YOUR BUSINESS IN A POST-NAR SETTLEMENT ERA

Anticipating a shift to a more seller-focused environment is one thing. Actually guiding your business through that shift is another. Tools, systems and processes are considerations to be sure. But developing a deeper understanding of your customers and your own unique value proposition and building trust and credibility through a solid marketing plan is paramount as well.

**“The only thing that hasn't changed is a really bad four-letter word: WORK. We just have to get to work.”**

**- Kristi Jencks, Tom Ferry Coach and Sierra Customer**  
[Approaching NAR Changes with Confidence webinar, June 2024]

According to a NAR General Trends report, the vast majority of sellers rely on professional assistance to navigate complex transactions and most prefer to work with an agent who can help in a wide variety of ways. In fact:

- 89% of home sellers worked with an agent or broker to sell their homes.
- 20% of sellers want help marketing their home.
- 22% want help selling within a specific timeframe.
- 35% value an agent with a good reputation.
- 85% of sellers said the real estate agent provided a broad range of services.
- The typical seller has recommended their agent at least once since selling their home, with 30% recommending their agents three or more times since selling, increasing to 35% among Millennials.

A trustworthy agent with a good reputation and track record can provide reassurance throughout the selling process. Demonstrating market and transaction expertise through a comprehensive marketing plan that covers aspects such as pricing, advertising and targeted outreach to potential buyers can increase your chances of achieving a successful sale as well.

In a post-NAR settlement era, real estate teams and brokerages will need to up their game in order to compete and land listings. Sierra already has a full suite of tools available for customers to win in a changing market. These tools can help teams generate listings, nurture their databases to find hidden gems and demonstrate local market expertise in ways other solutions can't. In addition, Sierra is proactively developing solutions to help our customers thrive in this evolving landscape.

## SIERRA SELLER CYCLE



## GENERATING SELLER LEADS: ESTABLISHING YOUR ONLINE PRESENCE TO WIN

Generating seller leads through your website, specifically via organic traffic, has become increasingly crucial, not only because this represents a low-cost lead gen strategy alongside working your sphere of influence, referrals and paid sources, but also because if structured appropriately and built out the right way, your website can become a distinct, sustainable competitive advantage. By showcasing your brand and communicating your value effectively through high-quality, knowledge-oriented content, you can position yourself as the go-to expert in your community and in the transaction process.

## Building High-Quality Content on Your Site

Your online presence should reflect your deep expertise in your community and the transaction process. Your content should educate potential sellers and build their confidence in your services. High-quality content is key to demonstrating your expertise, and your website and content management system should make it easy to create and publish a variety of content.

### • Leveraging Blogs, Videos and Community Pages

Content is king when it comes to engaging potential sellers. Blogs, videos and community pages not only showcase your knowledge but also improve your search engine (SEO) rankings. Since almost half of all Google searches have local intent, it's crucial to optimize your content for local search terms. Posting your video content on YouTube, including listing videos, can further boost your organic rankings as YouTube is owned by Google.

Blogs provide an excellent platform to share insights and tips, such as market trends, selling strategies and local community news. Videos can bring your content to life, offering virtual tours, client testimonials and market updates. Community pages can highlight your deep local knowledge, showcasing information about neighborhoods, schools and amenities.

### • Creating Compelling Lead Magnets

Lead magnets are an effective way to capture potential sellers' contact information by offering valuable content in exchange. Creating lead-generating PDFs that exhibit your expertise can help educate your audience and build your credibility with them. Here are some examples of lead magnets you could consider:

- The Essential Guide to Selling Your First Home in [Your Market]
- How to Stage Your Home to Sell
- The Top 10 Mistakes Home Sellers Make
- How to Sell and Buy a Home at the Same Time
- Understanding the Selling Process from Start to Finish
- The Ultimate Moving Checklist for Home Sellers

Our free guide, ***Essential Real Estate Listing Magnets To Drive Seller Leads***, outlines a series of specialized real estate listing magnets designed to attract seller leads by addressing specific niches in the home selling process.

## Other Website Content and Tools

Blogs and community pages are some of the more common content types for your real estate website, but there are other content formats and tools to help maximize seller lead conversion on your website.

- **Seller Lead Sites:** Create dedicated sites for seller leads. Sierra's Seller Lead Site is built specifically for capturing seller valuation leads, available as a free feature within all Sierra site accounts.
- **Instant Home Valuations:** Offer instant home valuations to potential seller leads. In Sierra, this feature is available on community pages and in property search results, directing leads to a custom URL or seller lead site. (Not available in Canada.)
- **Single Property Sites:** Enhance your value proposition to sellers by providing a dedicated website for marketing their property.
- **Property Results Call-to-Action (CTA):** Integrating a strong CTA in your property search results can encourage leads to take the next step, whether it's scheduling a consultation, signing up for market updates, or requesting a property valuation. Effective CTAs guide your leads through the sales funnel, making it easier for them to engage with you and for you to capture valuable information.
- **Testimonials:** Share success stories to build credibility. A recent NAR study indicated that 33% of all sellers list the reputation of the agent as the most important factor in choosing a real estate agent to sell their home.

### The Sierra Advantage

At Sierra, we like to say we're in the agent enablement business; we empower agents with tools that highlight their local market knowledge and showcase their greatest asset: themselves. Sierra was one of the first to market with an IDX website offering. And that's where we – and our customers – win: our business was built on IDX websites first and they were built for lead generation and capture – both buyer and seller. No one else in the industry has our proprietary IDX framework, so you can rank higher, faster organically out of the box with seller-focused content unique to your service offering, brand and market. Our sites have been built to succeed, largely because it's the DNA of our business, and that gives you a competitive edge. We've built nearly 500 IDX feeds over the course of the last 5-7 years. That direct data pipe along with an intuitive site design featuring clear CTAs and forced lead capture means far better performance for our sites and lends itself well to capturing top of funnel leads for our customers.

## Additional Lead Generation Strategies

### Google and Facebook PPC

Beyond organic content, consider other seller lead generation strategies such as Google Ads and Facebook lead ads, which require a high-converting website to be effective. Sierra offers Google seller ads used in conjunction with seller lead sites. We recommend running these ads at the county level to ensure you're geo-targeting a large enough area. Cost per seller lead averages between \$29-\$34 in the U.S. and \$17-\$21 in Canada. Our Facebook Market Your Own Listings campaign is a brand awareness campaign with an automated carousel ad with your own active listings updated in real-time. You can advertise all your listings easily, and while this won't directly generate more listings for you, demonstrating a thorough marketing plan for your current listings can help drive additional listings later.

### SIERRA SUCCESS SPOTLIGHT

Ricky Cain's team, Cain Realty Group, knew their previous lead generation and marketing strategies would need to change in order to reach their new yearly transaction goal. What they had been doing was bringing in high volume leads, but no transaction-ready ones. Cain knew if they wanted to reach their goals their lead quality needed to improve. He needed a PPC management strategy specializing in qualified lead generation that would deliver a strong return on investment.

By using Sierra's proven, transparent PPC management service, Cain saw their transactional volume skyrocket and were generating more than five times return on spend. Cain and his team saw almost 700 seller leads from their Google PPC campaign and are confident they're right on track with Sierra.

"One of the things my realty business values most [about Sierra] is that we can trust them with our business. They're always reachable, always collaborative. Sierra wants our campaigns to succeed. They make sure the services and support they provide help us achieve our goals," said Cain.

[Check out the full success story here.](#)



**RICKY CAIN**

### Social Media

Social media can be especially powerful – and an easy place to show off your success. Sellers cite social media promotion as the most valuable tactic of listing agents, ahead of both Zillow and the MLS, according to data from 1000watt. Listings lead to other listings, creating a snowball effect. If you can market your current real estate listings exceptionally well, future sellers will take notice. Agents like Krys Benyamein of Estate of Grace of Allstars Realty, have mastered this approach.

By creating Instagram stories like “could-be coming soon,” he generates interest and urgency even before securing the listing. This proactive strategy can lead to multiple inquiries and ultimately securing the listing by demonstrating value to the seller.

Other social media ideas include highlighting something special about the transaction that positions you in a good light such as number of days on market, sales price within percentage of asking price, or showing your sellers posting a “just sold” sign in their front yard. Share posts congratulating recent home sellers, provide tips for selling homes and highlight new listings with high-quality videos and home tours to showcase how you go above and beyond for your sellers. One of the best ways to generate more listings is to excel with your current ones.

There are countless ways to utilize Facebook for seller lead gen aside from ads, and one potentially overlooked strategy is to focus on specific interest groups that can help generate leads for you. Think how a local mom group could direct you to parents looking for a bigger home, or how attorneys might introduce you to recent divorcees. Use Facebook to find these people and start building relationships. You may be surprised.

### **Google Business Profile**

Maintaining an accurate and up-to-date Google Business Profile (GBP) is an often overlooked piece of your online presence. Consider what sellers search for on Google and ensure your profile addresses these queries. Encouraging clients to leave Google Reviews can significantly influence local search rankings and customer decision-making. Both positive and negative reviews build trust and credibility, so it's important to monitor and respond to them regularly. This showcases your commitment to customer service and reinforces your reputation as a reliable real estate agent.

### **Expired Listings / FSBOs**

Expired listings from your MLS and FSBOs can be a great way to score seller leads. MLS listings expire all the time – and for many reasons. Perhaps the seller wasn't able to find a buyer or judged the current market not to be a good fit for them. Or maybe they discovered that there are some repairs they need to make on their home first. Whatever the case, these sellers are likely frustrated by the experience and ready to listen to your pitch. They may even be willing to make certain concessions in order to move the property faster – which will be a boon for you. Many FSBO sellers eventually realize the complexities of selling a home without professional assistance, presenting an opportunity for agents to step in and provide valuable support. Agents can approach FSBO sellers with a value proposition that includes market analysis, pricing strategies, marketing techniques and negotiation skills that can enhance the seller's chances of a successful sale. In both cases, be sure to share information on how working with you will be different.

## YOU'VE GOT TO LIST TO LAST

In a recent webinar with Jason Pantana, national speaker and Tom Ferry, he uncovers the latest marketing strategies to transform your brand into a magnet for listings. The webinar called "Listing Magnet: Marketing Methods to Level Up Your Listings" guides attendees through the importance of being listing dominant. In this market, especially in a post-NAR Settlement era, the ability to generate listings is a defining trait of top producers. Below is a summary of the key takeaways but you can view the full webinar [here](#).

### What Marketing Methods Generate Listings?

Not that FSBOs, Expireds and prospecting based activities are not the way to go, but these marketing methods are what's going to attract inbound opportunities and position you as a dominant listing agent in your local marketplace. Start attracting more listings through three different marketing activities:

- Local discovery
- Social showcase
- Lead magnets

### How Can Sellers Find You Online?

Homeowners who own properties they want to sell live in your local marketplace, but how do we get them to find you online? There is a real opportunity to get discovered by people who are looking for real estate agents online. Google has responded to this local intent through Google Business Profiles. To ensure you're one of the top agents Google recommends:

- Leverage reviews: Google is reading your reviews and looking for keywords
- Adjust your services: Add additional services to your profile with keywords that will help you rank
- Optimize your website: It's important that your website is a reflection of your Google Business Profile, mirroring the same terminology you want Google to recognize you for

### Live Off Your Listings

Sellers want to know what you can give them. What stage can you put their home on that other agents in their marketplace can't compete with? The most important stage to seller's where their home can be front and center is social media. If you can do an exceptional job marketing your listings in front of other future sellers, those sellers are going to want that as well. Here are some examples of social media strategies that will lead to more listings:

- Feature potential new listings on social media prior to your listings appointment. Leverage the inquiries you receive for the listing during your listing appointment to secure the exclusive listing agreement.
- Look for marketable moments to document whenever you're getting more listings, like going to a listing appointment or putting in a yard sign.
- Activate a sense of awareness and possibility by showcasing how much equity a few of your clients have in their home with an Equity Review, and what they were able to do with that equity.

### Listing Magnets To Drive Seller Leads

Many are familiar with the common "Seller Guide" lead magnets, yet they tend to be overly common and generic. Rather than settling for a standard "Seller Guide," consider diversifying into various niche guides. By delving into specifics, you enhance the chances of your content being downloaded and attracting more seller leads. Here are a few niche listing magnets to help get you started:

- Selling your first home
- Preparing your home for sale
- Selling your home to downsize
- Selling and buying a home at the same time



**JASON PANTANA**

## SIERRA SUCCESS SPOTLIGHT

Dustin Oldfather, CEO of the Oldfather Group, a mega-team serving in-demand beach and residential communities across Delaware, Maryland and Pennsylvania, wanted to increase organic traffic to the Oldfather Group website, and he needed to partner with a new website provider to do it.

With the goal of building more content and audience-specific pages, the Oldfather Group selected Sierra and specifically Sierra's Ace Site template, which is geared towards showcasing the team's successes, reviews, team members and featured communities. This positioning supported and strengthened the Oldfather Group's website goals, which included elevating brand reputation while setting the company apart from other brokerages. With the Ace Site, Oldfather was then able to leverage Sierra's templated site pages and IDX widgets to support the journey of each web visitor based on the content most applicable to their needs.

The return on investment with the Oldfather Group's website and SEO is measurable by more than just confidence: "Two years after implementing, we've had a 2,000% increase in the number of users on our site, with the largest source being organic traffic," Oldfather said.

[Check out the full success story here.](#)



**DUSTIN OLDFATHER**

## FARMING YOUR EXISTING REAL ESTATE LEAD DATABASE: FINDING HIDDEN GEMS

Generating new leads will always be important, but the focus on new leads became too much of a priority over the last several years, leaving lead databases to languish despite them being virtual goldmines of opportunities. Farming your existing lead database is one of the most capital-efficient ways to shift from a buyer-centric focus to a seller-oriented strategy. By enriching the data you already have and strategically engaging with these leads, you can uncover hidden gems and maximize your return on investment.

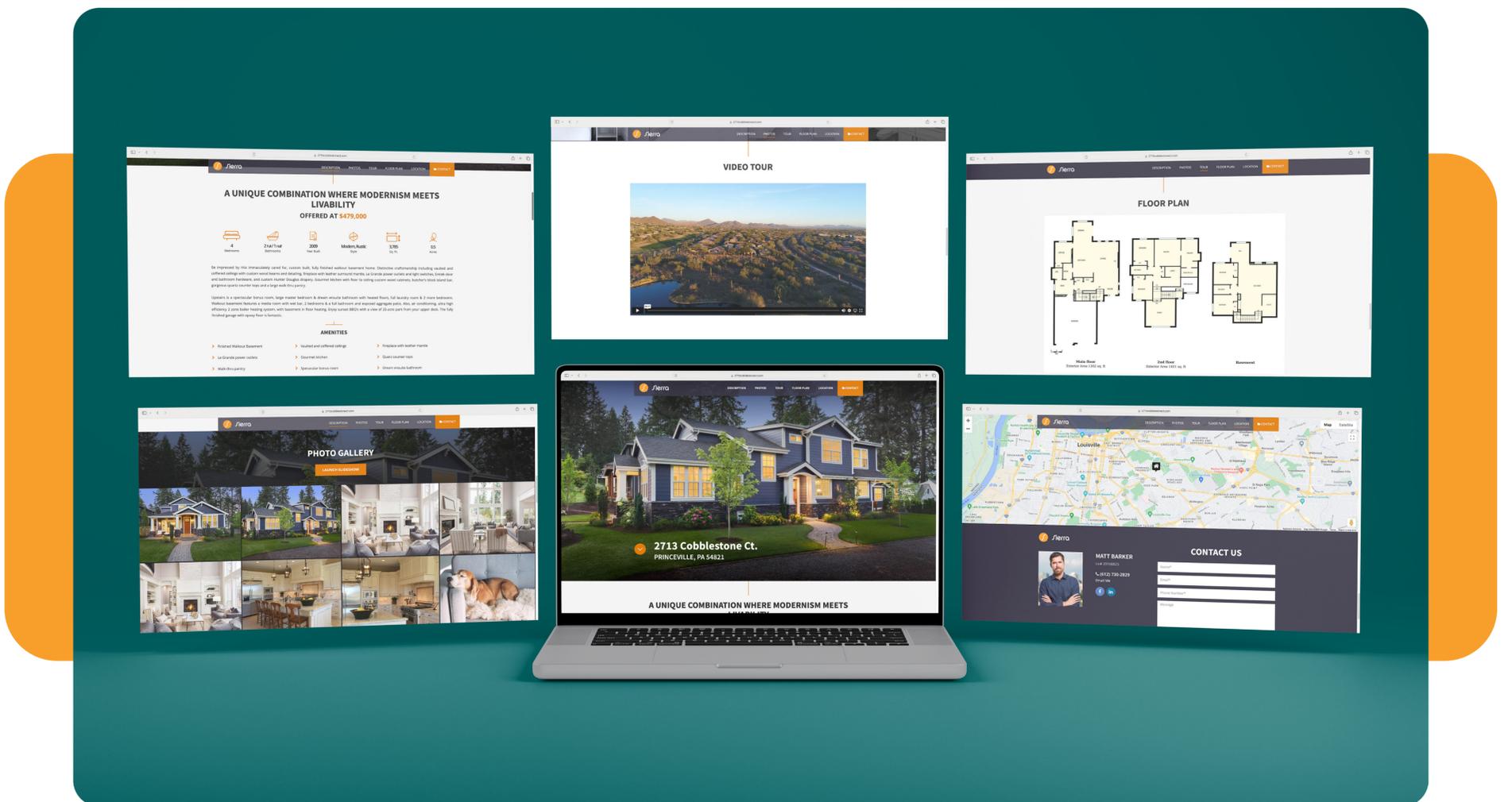
There are several tools you should have in your toolbox to help you uncover seller leads already in your CRM.

### Reverse Prospecting

Reverse prospecting involves matching listings with leads in your database based on property views and search information. This feature becomes particularly valuable as leads engage with your platform, allowing you to capitalize on their property listing activity. By comparing their interests against your office or personal listings, you can identify potential buyer matches.

This capability not only leverages your database and past client list but also enhances your effectiveness during listing appointments. In real-time, you can demonstrate to sellers how many interested buyers in your database align well with their property, providing them with compelling evidence of market interest.

This allows for the creation of prospecting filters that can be easily shared among your team or applied in various market situations. During listing appointments, you have two fundamental ways to stand out: firstly, through reverse prospecting by showcasing the list of potential buyers already identified in your database, and secondly, by offering single property websites dedicated to their listings. These websites help drive buyer traffic not only to the property in question but also to the brand of the agent, enhancing visibility and connection with prospective buyers searching online.



## Tracking Links

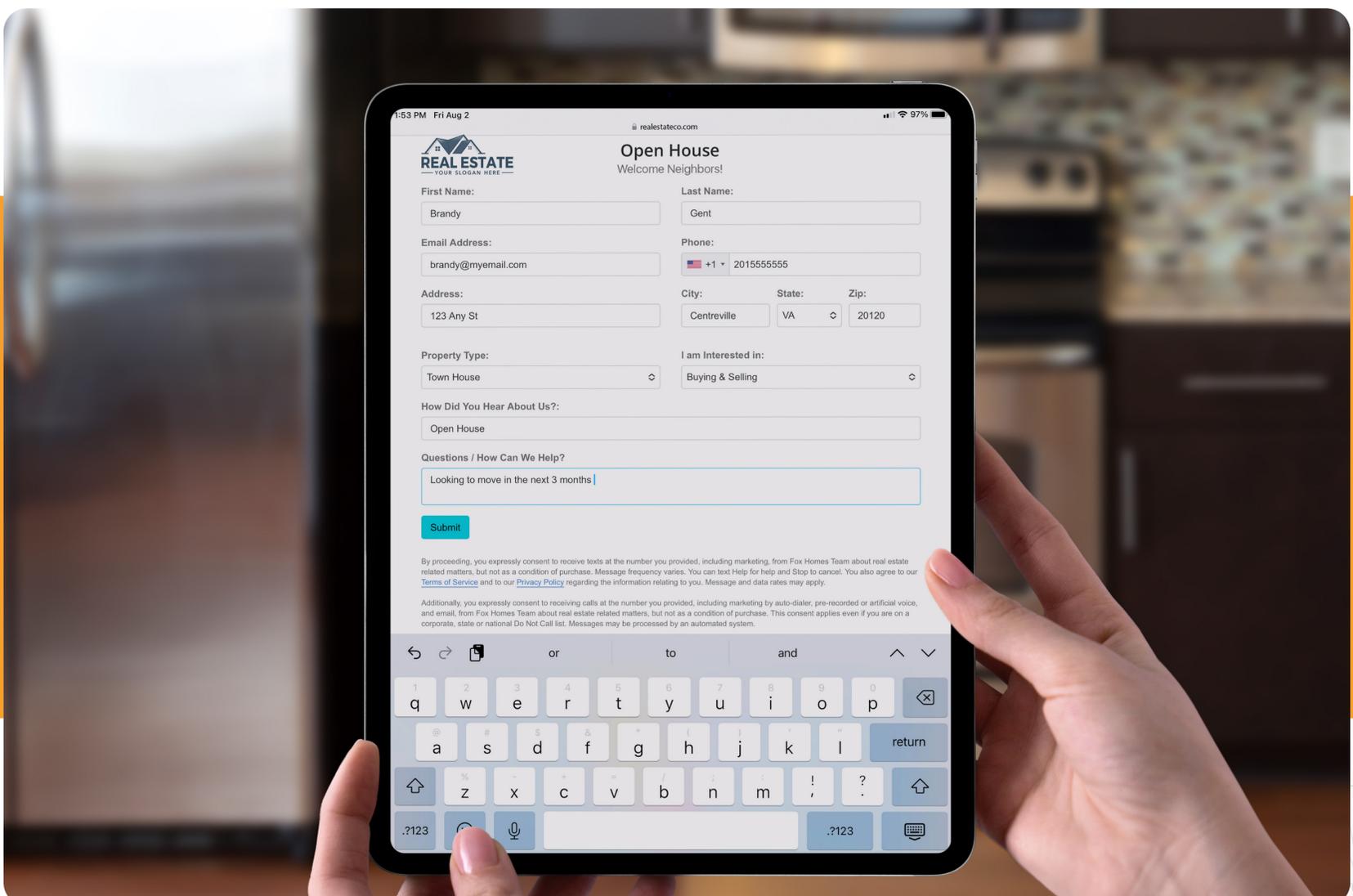
Tracking links serve as a powerful tool not only for generating leads but also for enhancing the marketing capabilities of your team. By enabling the creation of customized landing pages from existing website content, these links allow for targeted campaigns tailored to specific audiences. For instance, leveraging a blog post like "Best Home Selling Tips For Summer 2024" to create a dedicated landing page can significantly increase seller engagement and lead generation when strategically shared on platforms like Facebook.

The versatility of tracking links extends beyond online marketing; they can be integrated into physical marketing materials, such as door hangers, flyers and yard signs, through the use of QR codes. This approach not only broadens your reach but also ensures that potential leads can easily connect with your services. By directing leads to particular agents and applying unique identifiers, such as tags and notes, you can effectively monitor lead engagement and enhance your overall marketing strategy. This comprehensive method empowers agents to take ownership of their marketing efforts while providing a streamlined process for tracking and nurturing leads.

## Seller-Focused Open House Registration Forms

By leveraging open house registration forms, agents can effectively connect with potential sellers, gain valuable market insights and increase their chances of securing new listings. Open houses not only attract prospective buyers but also draw interest from neighbors curious about the interiors of nearby homes. This local engagement can translate into potential opportunities, making it vital for agents to capitalize on these moments.

During seller consultations, agents can reference recent open houses held in the area, showcasing the leads generated from these events to illustrate their effectiveness. Agents can create customized open house registration forms, tailoring them to gather specific information that aligns with their marketing strategies. This targeted approach not only fosters relationships but also provides valuable data, enhancing the agent's competitive edge in securing more listings and encouraging referrals from satisfied clients.



## Pocket / Manual Listings

Pocket listings, also known as off-market listings, are properties that are for sale but not publicly advertised or listed on multiple listing service (MLS). Instead, these listings are typically shared privately among a select group of real estate agents, often through word of mouth or exclusive networks. This approach allows agents to market the listing exclusively within their brokerage, adhering to compliance regulations while keeping the listing out of public view. Sellers may choose this route for various reasons, including a desire for privacy, to test the market without making a formal listing, or to avoid the time and expense associated with traditional marketing efforts.

The significance of pocket listings has increased following the NAR settlement decision, which mandates more transparency and equitable practices in real estate transactions, particularly concerning buyer agent compensation. As a result, traditional MLS listings may face stricter scrutiny and regulatory oversight. In this new landscape, pocket listings offer an alternative for sellers and agents to navigate these changes while maintaining a degree of control and discretion over the sale process.

## Reevaluate/Lead Intent Enrichment Data

Using tools like Revaluate, which provides lead enrichment data related to a lead's propensity to move, allows you to identify which leads in your database are most likely to sell based on predictive analytics. This data-driven approach not only helps identify existing leads in your database who may be ready to sell, it helps prioritize your outreach efforts, ensuring you focus on leads with the highest potential for conversion. By understanding the intent and readiness of your leads, you can tailor your messaging and timing to maximize effectiveness. Sierra's integration with Revaluate offers a seamless way to enrich lead data you've already invested in and identify leads that may be lower in the funnel and more ready to transact.

## Referrals, Past Clients and Sphere of Influence (SOI)

Your existing clients and network can be a rich source of new business. Encouraging referrals from satisfied clients and engaging with your sphere of influence can lead to new listing opportunities. And don't forget the long game: stay top of mind with your past clients who may be looking to move at some point in the future. Use your CRM to track home anniversary dates based on when buyers closed on their last home. Knowing that the average expected length of ownership for a home is 15 years, with some generations skewing even lower, you can strategically estimate when a contact might begin to become motivated to sell. When your contacts are approaching anniversaries, or have surpassed that length of time in a home, you can plan to pop by with a gift or send a note. Building and maintaining strong relationships within your community ensures you stay top-of-mind when someone is ready to buy or sell.

## The Sierra Advantage

At Sierra, our CRM tools and integrations are designed to help you efficiently farm your existing database. With tools like tracking links, reverse prospecting, pocket listings and enriched lead data, you can transform your database into a powerful engine for growth. By focusing on the hidden gems within your existing leads, you can achieve sustainable success and build a robust pipeline of future business.

## NURTURE SELLERS: ENGAGING LEADS THROUGH KNOWLEDGE

The only way to convert leads into clients when they're ready to sell is by nurturing them with high-value, knowledge-oriented content where you're positioned as the go-to expert in your community. This ensures that when the time comes, you are the first agent they think of. Strategic automation and personalized engagement can be game changers when it comes to maximizing the potential of every lead.

### Market Updates

Keeping your leads informed about the latest market trends and activity in their area is a powerful way to maintain engagement. Sending regular market updates, including recent sales, new listings and changes in market conditions, helps establish your expertise and keeps you top-of-mind. By implementing market updates and saved searches, you can provide ongoing value to your leads and encourage them to re-engage with your website. These touchpoints, tailored to your leads' preferences, offer valuable insights, showing them data important to their selling decisions. Additionally, nurturing past clients' sphere of influence into future seller leads can be achieved by setting them up on quarterly market updates. This ongoing interaction not only demonstrates your commitment to providing relevant and timely information but also increases the likelihood of conversion.

### Action Plans and Drip Campaigns

Strategic action plans and drip campaigns are also essential tools for nurturing leads over time and can be combined with the market updates above. Action plans are like workflows or campaign builders that can include automated emails, texts, tasks and phone calls. Drip campaigns are the more traditional automated email-only campaigns. By creating a series of automated touchpoints and follow-ups, you can maintain consistent communication with leads who are farther away from transacting without the manual effort.

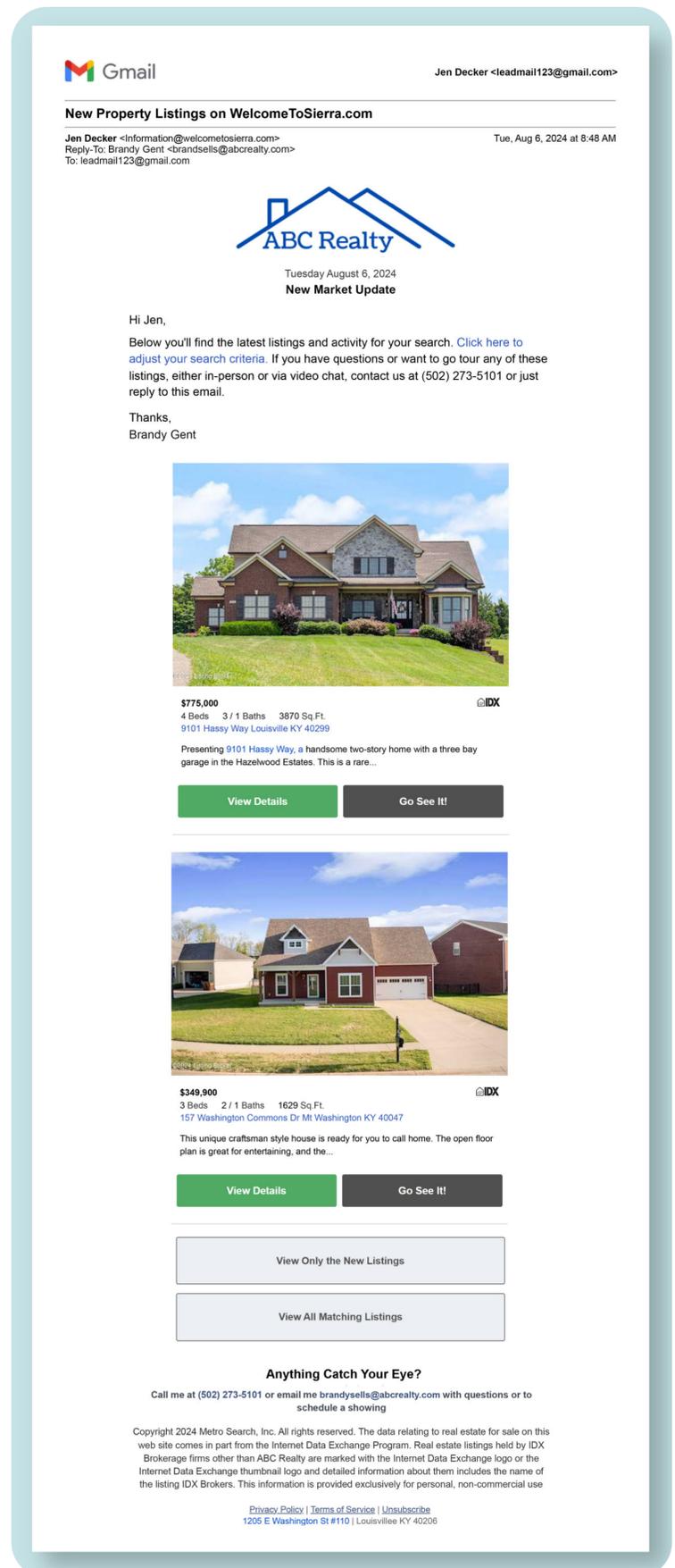
These campaigns should include a mix of touchpoint types as well as educational content, market insights and personalized messages to keep leads engaged. For example, leveraging lead magnets such as "The Essential Guide to Selling Your First Home" or "How to Stage Your Home to Sell" can help identify which leads are interested in selling, allowing you to tailor your follow-up accordingly.

When working with sellers, it's crucial to adopt a traditional action plan approach, which emphasizes a structured checklist of tasks instead of solely relying on automated communications. These action plans are particularly effective in guiding agents through a defined workflow for engaging with sellers, ensuring that no important steps are overlooked, even after a transaction is completed. For instance, a post-closing phone call check-in task is an excellent way to assess how the clients are settling into their new home after 30 days. Incorporating specific tasks like putting a lockbox on the property not only enhances accountability but also reinforces the agent's commitment to the client's well-being.

Furthermore, agents can leverage both automated drip campaigns and traditional action plans in tandem: while automated campaigns initiate conversations and nurture leads, action plans provide a tangible structure to maintain engagement and accountability in follow-ups, ultimately fostering stronger relationships with each seller.

## Automations

Automations are an important piece of your toolkit as well. Using them effectively can help you update lead records, add tags, alert agents, put leads into action plans and more. Automations are really the core of efficient lead nurturing. Think of automations as the triggers and workflows that will set off other actions and workflows. For example, if a lead comes back to your site after a certain number of days, you can start a personalized action plan to follow up and engage them.



Automations can be tailored to specific scenarios, enhancing your responsiveness to seller leads. For example, if you are on a call with a lead and mark the outcome as “talked to lead” and “scheduled listing appointment,” this can trigger important tasks like creating a Comparative Market Analysis (CMA) and preparing the listing kit. Similarly, if a seller consistently opens your market updates, you can set this as a trigger to initiate a phone call task. Automations can also celebrate milestones, such as sending a card for client home anniversaries, ensuring that your communication remains timely and relevant. By setting up these automated workflows, you can ensure that no lead falls through the cracks, particularly any high-intent seller leads. These automations not only free up your time, but they also ensure timely value-added communication to move leads through the funnel more effectively and convert them.

## Call Lists

A well-organized call list is an invaluable resource for nurturing and engaging leads, especially ones you’ve identified as having the highest intent or likelihood to sell soon. Create targeted call lists based on seller lead activity and engagement. This allows you to prioritize your outreach efforts and focus on leads who are most likely to convert. Regular phone calls provide a personal touch and an opportunity to address any questions or concerns your leads may have, further establishing your credibility and trustworthiness.

An excellent approach to creating a list for prospecting is to leverage technology that allows you to automatically dial through individuals without losing your place, even if you need to pause and return later. This automation is not only time-saving but also enhances efficiency. These systems are commonly utilized by Inside Sales Agents (ISAs), as they streamline the process and improve productivity.

## Mobile App

Your CRM should also be available wherever you go. You can’t do your job sitting behind a desk, so a mobile app is table stakes for staying responsive and engaged with your leads while you’re on the go. This flexibility allows you to nurture relationships and seize opportunities in real-time, keeping you ahead of the competition.

With features such as push notifications, agents receive immediate updates about lead communications and behaviors on their websites, ensuring they are always informed and can act swiftly. This streamlines lead management and communication, ultimately driving better engagement and results.



## The Sierra Advantage

At Sierra Interactive, our purpose-built CRM is designed to take the rote work out of the agent's daily life through automated, personalized messaging sequences that prove your value and knowledge – and increase conversions. By leveraging our comprehensive suite of CRM tools, layering in data enrichment capabilities and site behavioral information, you can efficiently nurture your leads and position yourself as the trusted expert they turn to when they're ready to sell. Our technology empowers you to focus on what you do best – building relationships and closing deals – while the CRM handles the rest. This combination of automated but knowledge-oriented interactions paired with data that informs those interactions is key to generating listings

# LOOKING AHEAD: HOW SIERRA IS PREPARING

Sierra is committed to helping our customers and future customers navigate a post-NAR settlement era. We're anticipating a meaningful shift to a seller-focused approach for top-performing teams. While we have an existing suite of tools to help generate and engage seller leads, we're continuing to build out and enhance these tools to offer even more value.

## Listing Locator Toolset

We're creating a toolset to enable customers to identify potential sellers in their database through continuous, automatic scoring and then automatically nurture those leads with pre-created engagement campaigns and performance reporting. Listing Locator allows you to efficiently farm your database for seller leads.

- **Examine your database:** Continuously and automatically score the leads in your database to identify seller opportunities
- **Build lasting relationships:** Launch personalized engagement campaigns to nurture potential sellers and convert them into listings
- **Own it together:** Monthly analysis of Engagement Plan Performance

## Integration with Fello

We're building a world-class integration with Fello, a lead engagement platform that leverages automation and intelligence to optimize lead generation. Fello identifies and nurtures potential sellers from both inbound leads and an agent's inactive database, in this case Sierra. This helps you prioritize which leads to focus on.

While the market may shift to a focus on sellers, people still need to buy homes, too. And, the NAR settlement fundamentally changes how buyer agents are compensated as well as the buyer / agent relationship. There will be new ways to offer and negotiate compensation and communicate the value buyers' agents bring to the table as the traditional 50% split between buyer and listing agents is no longer mandatory and buyer agreements are. Here's how we're supporting those changes:

## Buyer Agreement Best Practices

We've put together a best practice workflow using existing features to help customers track leads who have a completed Buyer Broker Agreement on file to ensure this critical piece of the process is completed. The Buyer Agreement Workflow is useful because the recent NAR settlement mandates signed agreements before property showings to ensure transparency and informed decision-making. Sierra's CRM helps you comply effortlessly.

- **Mandatory Signed Agreements:** Required before in-person or virtual property showings.
- **Enhanced Transparency:** Clear outline of services and compensation terms.
- **Compliance Made Easy:** Leverage Sierra CRM for seamless management.

A Buyer's Agency Agreement workflow helps optimize processes, using Lead Tags, Automations, Smart Filters and Action Plans in the Sierra CRM.

- **Streamline Processes:** Use Sierra CRM features to stay organized.
- **Legal Compliance:** Ensure adherence to regulations effortlessly.
- **Excellent Client Service:** Provide clarity and build trust with clients.
- **Lead Tag Usage:** Track and monitor agreements efficiently.
- **Smart Filters:** Keep important notes visible for better management.

By implementing an efficient Buyer Agreement Workflow, you will continue to unlock Sierra CRM's full potential for managing Buyer's Agency Agreements. Track and monitor agreements easily, ensure compliance and provide a smooth, professional process for clients.

### **Buyer Compensation Offer Solution**

We built and released a solution designed to allow listing agents to offer buyer agent compensation directly on their Sierra websites. This new feature empowers agents with full control over their compensation offers, paving the way for greater transparency and streamlined transactions.

## **CONCLUSION**

The NAR settlement decision is a pivotal moment for the real estate industry, ushering in an era of increased transparency and competition. In a post-NAR settlement era, a strong focus on listings will be crucial for top-performing teams. While the landscape is still evolving, numerous tools are available now to enhance your online presence and leverage your database and nurturing tools to capture market share. By adapting to these changes, you can position your real estate team for sustained success.

As the industry adjusts to these changes, Sierra is committed to providing critical solutions that help our customers succeed. From our Buyer Compensation Offer Solution to our comprehensive suite of tools for generating and nurturing seller leads, we are ready to support you in this new landscape. Stay tuned for more updates as we continue to refine our offerings to meet the evolving needs of the real estate community. Real estate teams and brokerages are the heart of every transaction in the U.S., and those who are prepared and armed with the right tools will be best positioned to capture market share and thrive.