Sierra Interactive

THE ULTIMATE GUIDE TO AI-POWERED LEAD NURTURING WITH LEAD ENGAGE

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INTRODUCTION

Real estate teams often struggle to keep up with high lead volumes, slow response times and costly manual engagement. Fortunately, AI-powered solutions are transforming the way teams manage their pipelines, making it easier to engage, qualify and convert leads efficiently.

This comprehensive guide will explore how real estate teams can leverage AI to **automate lead nurturing**, ensure **consistent engagement** and optimize **conversion rates**. We'll also introduce **Lead Engage**, Sierra Interactive's **fully integrated, always-on virtual assistant** and show how it enhances AI-driven lead nurturing efforts.

THE CHALLENGE OF LEAD NURTURING IN REAL ESTATE

Real estate teams often struggle with:

- ✦ **High lead volume:** Thousands of leads, but limited time and resources.
- ✦ **Slow response times:** Delays in engaging leads can mean lost opportunities.
- ✦ **Costly manual nurturing:** Internal ISAs or third-party services can be expensive.
- ✦ **Missed high-intent opportunities:** Without constant follow-up, high-quality leads can fall through the cracks.

To stay competitive, teams need a **smart, automated solution** that ensures no lead is left behind while allowing agents to focus on high-potential opportunities.

HOW AI IS REVOLUTIONIZING LEAD NURTURING

AI-driven lead nurturing enables real estate teams to:

- ✦ **Automate lead follow-up** and engagement.
- ✦ **Qualify leads in real-time** based on their responses.
- ✦ **Personalize communication** without manual effort.
- ✦ **Engage leads 24/7**, ensuring no opportunity is lost.
- ✦ **Re-engage cold leads** and uncover hidden opportunities.

By leveraging AI, teams can **reduce workload, increase efficiency and improve conversion rates** without the need for costly manual processes.

AI vs. Traditional Lead Nurturing

| FEATURE	TRADITIONAL NURTURING	AL-POWERED NURTURING
Lead Follow-Up	Manual, inconsistent	Automated, instant
Response Time	Delayed	Immediate
Personalization	Limited	AI-driven customization
Engagement Duration	Short-term	Up to 12 months
Cost Efficiency	High-cost ISAs	Lower-cost AI solutions

INTRODUCING LEAD ENGAGE

As real estate teams look to implement AI-driven solutions, **Lead Engage** stands out as a game-changer. Lead Engage is an AI-powered virtual ISA designed to:

- ✦ Respond instantly to incoming leads.
- ✦ Engage in two-way text conversations for up to 12 months.
- ✦ Qualify buyer and seller leads based on criteria like timeframe, financing and agent readiness.
- ✦ Alert agents when a high-intent lead is ready for direct engagement.
- ✦ Re-engage cold leads to uncover new opportunities.

Who is it for? Lead Engage is designed for **Sierra CRM users** with **the Dialer activated** who:

- ✦ Have **5,000+ leads** in their database.
- ✦ Are looking to **automate lead nurturing and qualification.**
- ✦ Want to **reduce costs** without compromising lead quality.
- ✦ Need a **consistent, 24/7** lead engagement solution.

Note: Lead Engage is not available for IDX-only customers, and Hatch users may require special considerations.
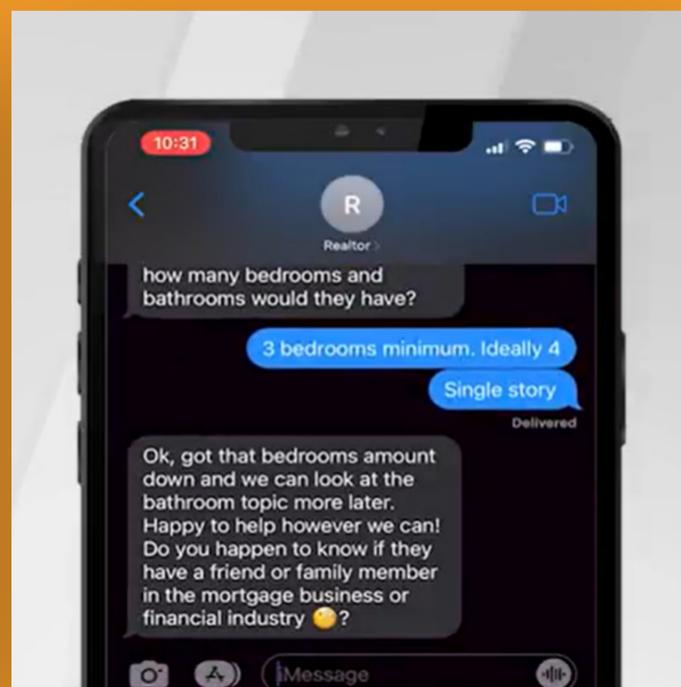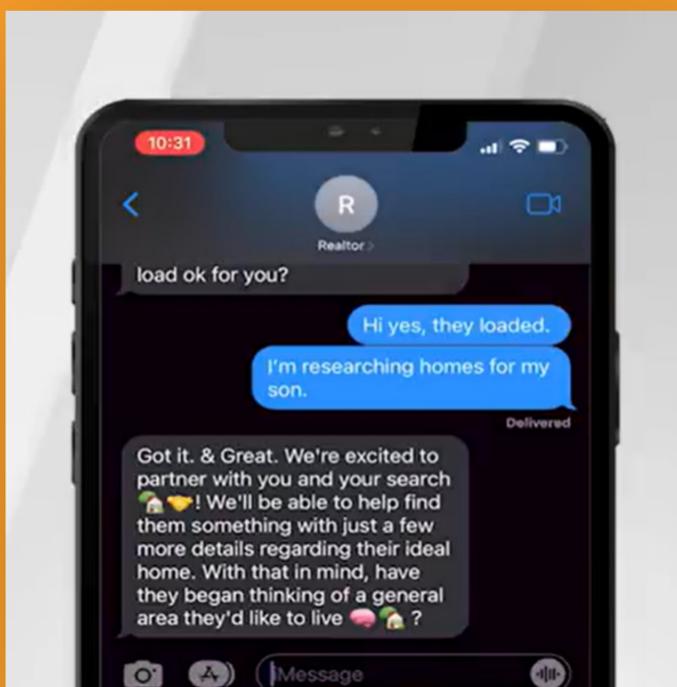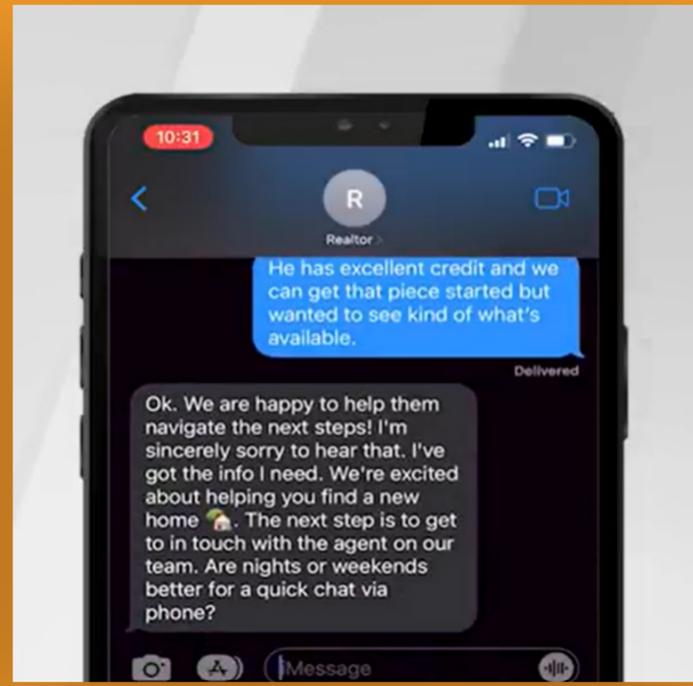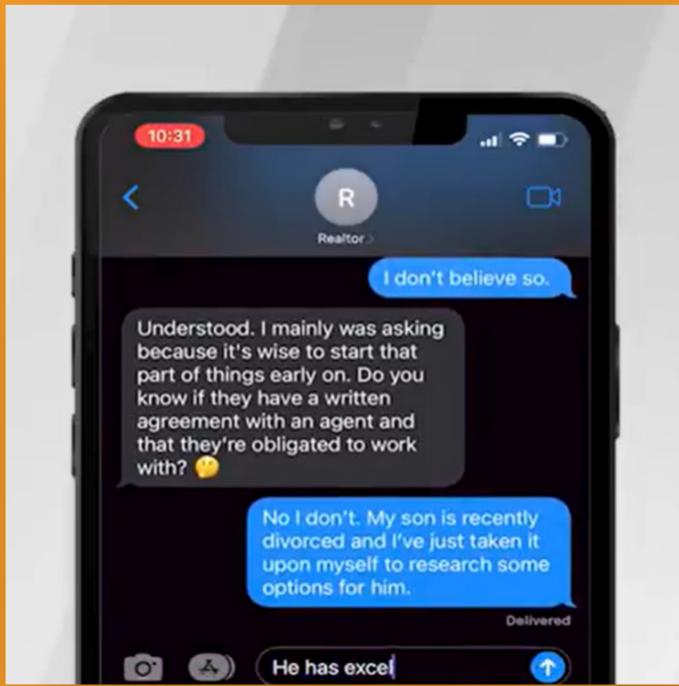
HOW LEAD ENGAGE WORKS

Step 1: Lead Qualification

Lead Engage uses **AI-driven conversations** to assess a lead's intent, readiness and preferences. It gathers details such as:

- ✦ **For Buyer Leads:** Budget, location, number of beds/baths, financing status and timeframe.
- ✦ **For Seller Leads:** Address, listing timeframe and agent status.

Step 2: Automated Nurturing

- ✦ Engages leads instantly and consistently with **pre-built conversational scripts.**
- ✦ Keeps conversations warm for up to **12 months.**
- ✦ Adjusts communication for **new leads vs. re-engaged leads.**

Step 3: Smart Agent Handoff

- ✦ Sends real-time **alerts when a high-intent lead is ready.**
- ✦ **Pauses AI conversations** if an agent takes over or a lead is reassigned.
- ✦ Ensures all communication is logged for **seamless follow-ups.**

Step 4: Customizing Engagement with Lead Routing

✦ Teams can **route specific lead types** (e.g. PPC, website registrations) to Lead Engage.

✦ Agents can **opt leads in/out** via the Lead Engage widget.

✦ Works alongside **E-Alerts** without interference.
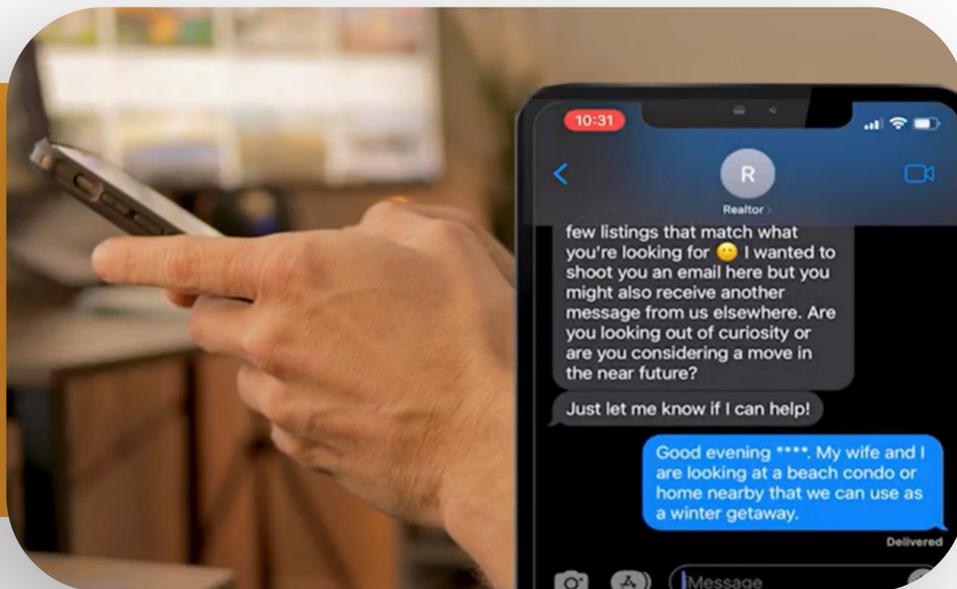
MAXIMIZING THE VALUE OF LEAD ENGAGE

Key Benefits

✅ **Streamline lead qualification** to focus on high-value prospects.

✅ **Cut costs** by replacing expensive manual nurturing services.

✅ **Capitalize on missed opportunities** by reviving cold leads.

✅ **Increase efficiency** with AI-driven follow-ups.

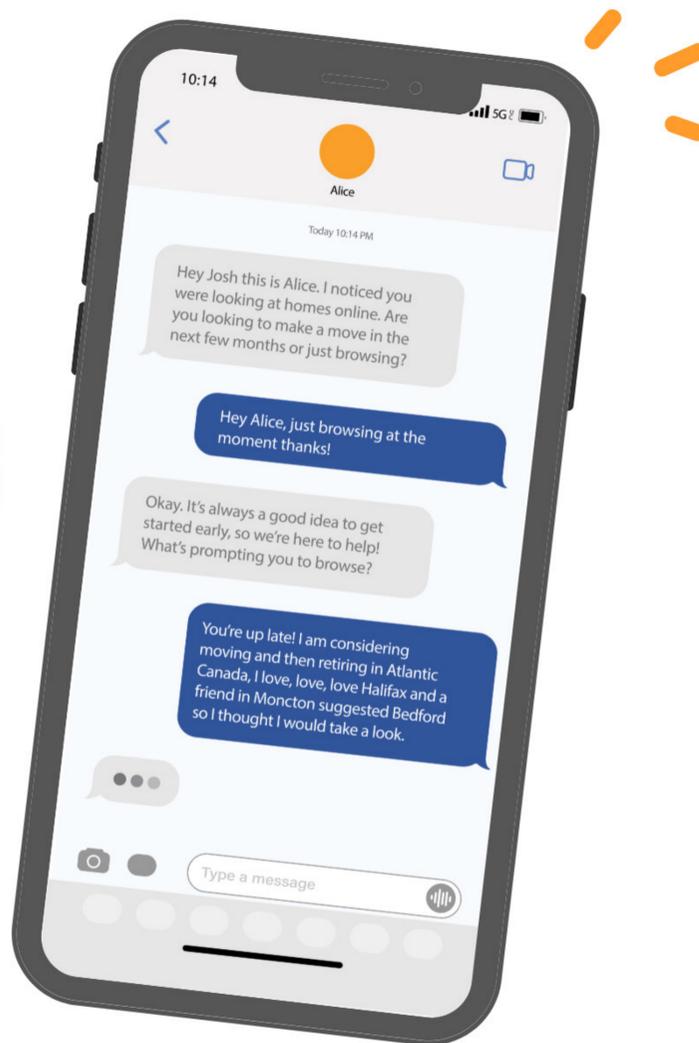✅ **Ensure 24/7 lead engagement** so no lead is ignored.

Best Practices for Success

✦ **Let the AI work:** Avoid taking over conversations too soon.

✦ **Monitor alerts:** Follow up on **high-intent leads** promptly.

✦ **Avoid overlap:** Don't opt leads into AI conversations while they're on an Action Plan.

✦ **Use Lead Routing effectively:** Set clear rules for which leads go to Lead Engage vs. agents.

GETTING STARTED WITH LEAD ENGAGE

Activation Steps

✦ Primary Manager activates Lead Engage through Sierra's support team.

✦ Set user permissions to control who can opt-in leads.

✦ Enable notifications to receive alerts when leads require follow-up.

✦ Use the Lead Engage widget in the Lead Detail Page to manage conversations.

98% OF LEADS WHO TEXT WITH OUR AUTOMATED ASSISTANT BELIEVE THEY ARE TALKING TO A HUMAN

10:14

Alice

Today 10:14 PM

Hey Josh this is Alice. I noticed you were looking at homes online. Are you looking to make a move in the next few months or just browsing?

Hey Alice, just browsing at the moment thanks!

Okay. It's always a good idea to get started early, so we're here to help! What's prompting you to browse?

You're up late! I am considering moving and then retiring in Atlantic Canada, I love, love, love Halifax and a friend in Moncton suggested Bedford so I thought I would take a look.

Type a message

CONCLUSION: TRANSFORM YOUR LEAD NURTURING WITH AI

AI-driven lead nurturing is the future of real estate. By integrating AI-powered solutions like Lead Engage, your team can:

✦ Automate lead qualification and engagement.

✦ Free up time to focus on **ready-to-convert leads.**

✦ Reduce costs while maintaining **high-quality lead nurturing.**

✦ Ensure consistent, **24/7 engagement** for every lead.

Ready to take your lead engagement to the next level?

Activate Lead Engage today!

ABOUT
SIERRA INTERACTIVE

Sierra Interactive develops residential real estate software and services for agents, teams and brokers in the U.S. and Canada. Sierra's proven lead generation and management solutions are trusted by top performing teams and influential coaches in the real estate industry. Founded in 2007, Sierra is headquartered in Louisville, KY, but has a remote-first workforce across the U.S. Sierra is owned by Alpine Software Group (ASG), a unique software business specializing in building vertical SaaS companies and backed by private equity firm Alpine Investors.
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