

# THE SCIENCE OF PROSPECTING

## FOR REALTORS, MORTGAGE LENDERS, AND REAL ESTATE PROS.

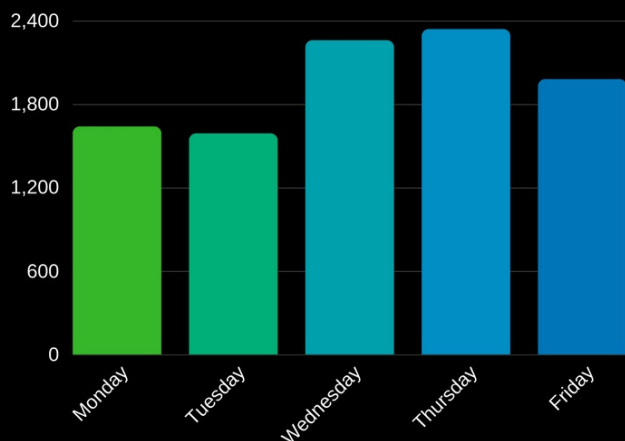
### TRACKING BEST PRACTICES FOR LEAD RESPONSE MANAGEMENT

Based on a study of 15,000 web-generated leads and 100,000 call attempts over 3 years published in the Harvard Business Review.



### Best Days to Make Contact

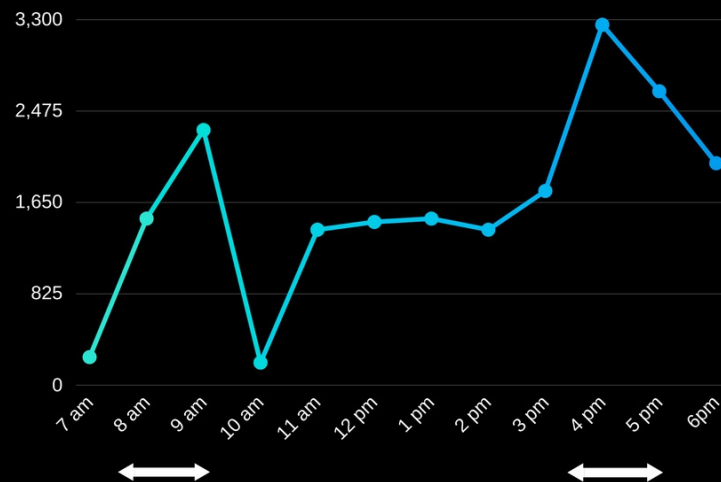
Contacts Made From First Dials



Wednesdays and Thursdays are the best days to contact prospects.

### Best Times to Make Contact

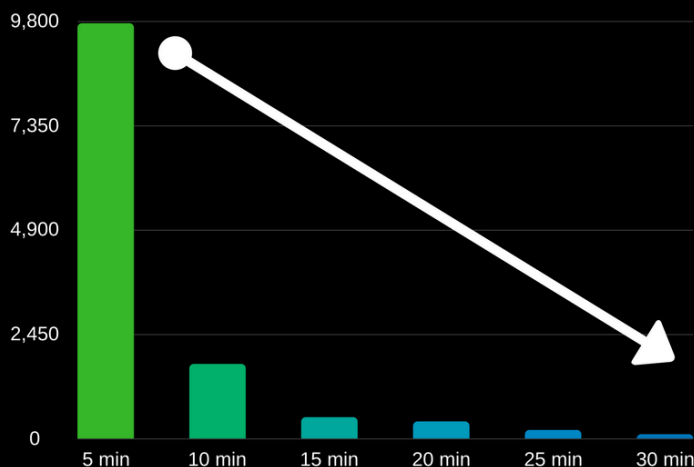
Contacts Made From First Dials



The best time to call is between 4 pm and 5 pm.  
The second best time to call is between 8 am and 9 am.

### Best Response Time

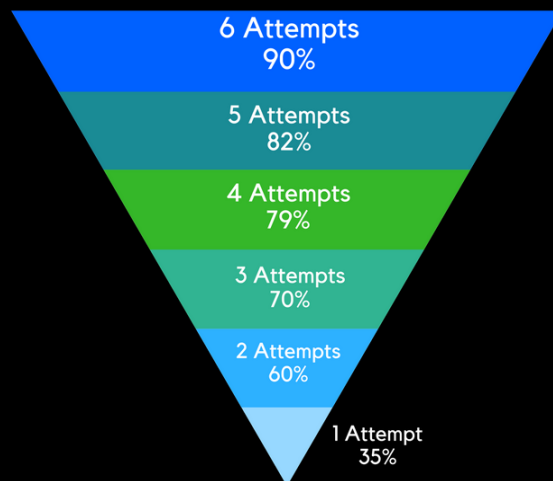
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The best time to respond is within 5 minutes.  
Your chances of making contact drop 10x after the first 5 minutes.

### Persistence

Chance of Making Contact



Always make at least 6 contact attempts.  
Over 30% of leads are never contacted at all!

## CONCLUSION:

For best results, call leads on Wednesday or Thursday; between 4 pm and 5 pm; within 5 minutes; and make at least 6 attempts to contact them.

