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Key Read of the Week

"Lead generation is a huge part of many real estate agents' business. But new data suggests that many agents are squandering leads through some of the most basic connection points.

According to a study recently conducted by Pied Piper, only about one-third of consumers on average were able to speak with someone when calling a real estate office with the goal of connecting with an agent — and 73% did not receive any follow-up via phone, text or email within 24 hours.

However, a handful of brokerages clearly outperformed others when it came to follow-up, with one family-owned company outranking the rest." Read this article from **Real Estate News**.

LEGAL RESOURCES

ECONOMIC/MARKET DATA RESOURCES