

## ROYAL LEPAGE

**Conversion rates on internet leads increase 52% resulting in dramatic margin gains for largest real estate company in Canada.**

### BACKGROUND

Founded in 1913 by Albert LePage when he was just 26 years old, Royal LePage is Canada's largest real estate company with a network of over 14,000 agents and sales representatives in 600 locations across Canada. Since the mid-1990s, Royal LePage has more than doubled the size of its sales force and almost doubled its market share. The company has an unparalleled network of real estate offices across the country with access to the homes and homebuyers in the Canadian market, a Canadian partnership with Leading Real Estate Companies of the World (the world's largest referral network with 170,000 associates world-wide), and is part of a brand family that includes Royal LePage, GMAC Real Estate, La Capitale and Johnston & Daniel.

### APPROACH

LeadQual worked with Royal LePage to implement a rapid lead response system for its GetHomes lead generation product. The new process involved splitting GetHomes inbound internet leads into two groups. The first group continued to be responded to using the historical approach. Under this scenario, when a prospective buyer completed an inquiry form, the lead was assigned to the appropriate agent based on geography. Agents would follow-up on internet inquiries based on their time available and prioritize based on their perceived quality of the lead.

The second group of leads was processed with LeadQual's rapid response system. Real-time leads were passed to LeadQual who immediately called the prospective home buyers to gauge their interest and validate their interest based on Royal LePage's criteria. LeadQual screened prospective buyers to ensure they were not already working with another agent, that they were looking to buy a home within the next six months and that they were interested in speaking with an agent. Once the prospective buyer passed these screens, the buyer was transferred to the appropriate Royal LePage agent without ever being placed on hold. By using LeadQual, approximately 25% of the leads using the LeadQual system were in the hands of their agents in less than three minutes.



### GENERATE

leads through SEO, SEM and affiliate marketing



### RESPOND

to 100% of your internet leads within 3 minutes



### QUALIFY

each lead based on your sales criteria



### LIVE TRANSFER

interested and qualified leads to the sales team



### REPORT & TRACK

which sources provide the best leads



“With LeadQual we were able to increase the conversion to closed home sales on our Internet leads by 52%. Even more than the results, we have been amazed with the commitment LeadQual has made to our success.”

Carolyn Cheng  
Vice President  
Strategic Business Services

“The LeadQual team has been great to work with. LeadQual are true experts in lead generation and conversion.”

Kelly McCain  
Director Interactive Marketing

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## RESULTS

LeadQual’s rapid response and qualification system increased the number of high-quality calls between potential home buyers and Royal LePage’s agents resulting in more transactions and higher expected conversion rates on Internet inquiries. Over the past two years LeadQual processed tens of thousands of leads, and in a side-by-side comparison with a similar number of leads processed with and without LeadQual’s Lead Qualification System, the bottom line results were conclusive and impressive; the conversion rate on leads processed with LeadQual was 52% higher than those that were sent directly to an agent. The higher close rates translated to an increase in over \$80 million in gross homes sales during LeadQual’s tenure with Royal LePage.

These results were a due to a number of factors, including the following:

- **Faster response to leads:** Leads were contacted in less than two minutes of submitting an inquiry online
- **Higher contact rates:** Contact rates were approximately 60% of all leads. 73% of the time contact was made on the first call attempt
- **Higher qualification rates:** 56% of contacted leads were validated, interest confirmed and live transferred to Royal LePage agents

## ABOUT LEADQUAL

LeadQual’s leadership team has spent more than 10 years helping companies generate Internet leads and convert more leads into transactions. Founded in 2006, the company has offices in Emeryville, California and in Norwalk, Connecticut. We can be found on the internet at [www.LeadQual.com](http://www.LeadQual.com).